

PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

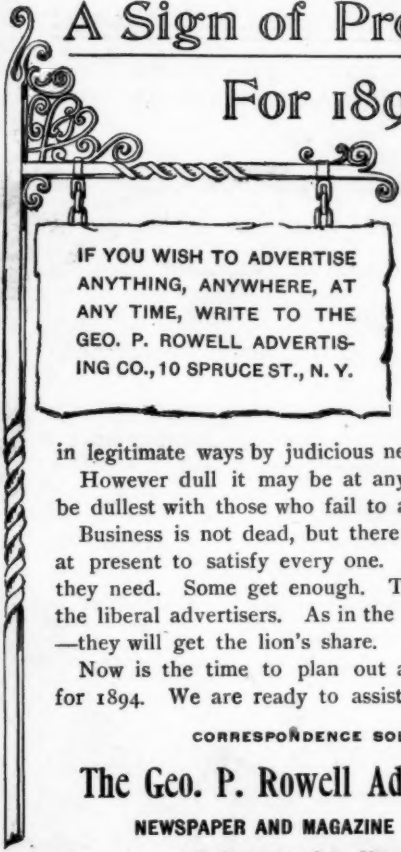
VOL. X.

NEW YORK, JANUARY 3, 1894.

NO. I.

A Sign of Promise

For 1894



IF YOU WISH TO ADVERTISE
ANYTHING, ANYWHERE, AT
ANY TIME, WRITE TO THE
GEO. P. ROWELL ADVERTIS-
ING CO., 10 SPRUCE ST., N. Y.

Every good business man is now studying the signs of the times.

General business, although dull, did not prove exceptionally so in 1893 for those who persistently sought it

in legitimate ways by judicious newspaper advertising.

However dull it may be at any time, it will always be dullest with those who fail to advertise their wares.

Business is not dead, but there is not enough of it at present to satisfy every one. Many get less than they need. Some get enough. The latter are always the liberal advertisers. As in the past, so in the future—they will get the lion's share.

Now is the time to plan out a vigorous campaign for 1894. We are ready to assist.

CORRESPONDENCE SOLICITED.

The Geo. P. Rowell Advertising Co.,

NEWSPAPER AND MAGAZINE ADVERTISING,

10 SPRUCE ST., NEW YORK.

The
**Whole
Family**

Reads the Local Weekly:

FATHER, MOTHER, GRANDFATHER,
GRANDMOTHER, CHILDREN AND ALL.

They read the Locals, the Stories, the
Advertisements—every line in the paper.

Then they send it to distant relatives
interested in the town.

The local weekly is the best-read pub-
lication in existence.

There are 1400 of these Local Papers on the
ATLANTIC COAST LISTS.

More than one-sixth of all the readers of this
great and glorious country who do not dwell in large
cities study these papers every week.

An advertisement in these 1400 weeklies is,
therefore, of some account.

One order and one electrotype accomplishes it.

ATLANTIC COAST LISTS,

134 LEONARD ST., NEW YORK.

6339

Job # 130
133

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. X.

NEW YORK, JANUARY 3, 1894.

No. 1.

DECADENCE OF THE WEEKLY EDITION.

By A. S. Porter.

(Editor *American Farmer and Farm News*,
Springfield, Ohio.)

During the past year it has been my good fortune to meet business managers of leading papers in nearly every important city of America, and I venture to assert that there is no class of men more keenly alive to the value of time, and yet more courteous, than these same managers. It is not alone innate politeness which renders the business manager so accessible to those who have plans to propose. Often it is because he has a "nose for news," and argues that if he cannot favor any new methods of increasing circulation or advertising, he can, perhaps, "pump" his visitor as to what other papers are doing. "What not to do" is often as profitable to be learned "down-stairs" as "what not to print" is "up-stairs." There is no better way to extract information than to impart some, and this spirit of confidence frequently proves of mutual advantage.

The secret of success, in a time when a large majority of papers are not making money, seems to lie in a judicious mingling of economy and liberal expenditure, with a strong tendency toward the former. How to mix these ingredients is the secret, and the business manager must possess, in a high degree, a knowledge of his trade and of human nature, also a love of hard work and a determination to "get there," under all circumstances. Many good men fail, and changes in this department are frequent.

The writer has been especially interested in investigating the management of the weekly edition, and the causes of its alleged decadence in importance. How to increase its circulation and influence, at a minimum of expense, is the problem which confronts the business manager, especially of those papers whose weekly edition once enjoyed

a national circulation, but which are now run on prestige, and whose present subscription figures would be truthfully expressed were one or more ciphers on the extreme right dropped from the figures which are vaunted in the face of the public.

During the early checkered career of that great newspaper, the *Chicago Inter-Ocean*, the weekly edition alone kept the ship afloat, and now, in its days of prosperity, the weekly is remembered. Money is lavishly spent upon it, making it almost as much a power as in the olden days. Its competitor, the *Chicago Weekly Tribune*, always was a failure, notwithstanding the unvarying prosperity of the great daily with which it was connected, and hence, long ago, it ceased to exist.

While expense is scarcely considered in connection with many large dailies, the drooping weekly edition is left to the tender mercies of the foreman of the composing-room or the over-worked Sunday editor, who "lift" articles with scarcely a thought of revising heads, condensing news or appropriateness of matter from the daily galleys into the weekly racks, where it is made up in all its staleness and verbosity by inches, like plate matter, as being good enough for rural readers. It is small wonder that the intelligent farmer kicks and demands that a suit of clothes or a sewing machine be thrown in before he will renew his dollar subscription. This condition of affairs exists also in the smaller cities. Dailies, sometimes several of them, are started in a town of a few thousand people, to the utter neglect of the weekly, which ought to be the real backbone of a paper in an agricultural region.

In spite of the statements of Secretary Morton and other political agriculturists, the farmer is not crying for a daily paper, with its columns of cheap sensation and crime record. He will not come to town every day, nor will he be satisfied to collect six or seven

instalments of these things on his Saturday visit to the nearest post-office.

Admitting that the general weekly receives scant attention, both from the editorial and business department, in these modern days, it is not strange that its influence is waning, and that the agricultural press has been steadily gaining in importance and circulation. Most of the weekly agricultural papers present a well-digested summary of important current news, and rarely insult the intelligence of the farmer by furnishing stale and unimportant facts, nor his sensibilities with contemptuous cartoons and cheap jokes about "Hay Seeds," "Clodhoppers," etc. Dr. Albert Shaw has recently said, in the *Review of Reviews*, that "there is more reading done in our farm neighborhoods than in our cities, and the good, typical farm home has its newspapers always and its magazines quite frequently." This increased demand, so noticeable during the past decade, has marvelously enlarged the scope of the agricultural press and enlisted the services of men of editorial ability, who usually handle great topics of interest from a non-partisan standpoint, and who are rapidly educating a great army of intelligent voters, whose action is destined soon to become the balance of power in agricultural America, a land where half the people are interested in the tilling of the soil and who produce about 75 per cent of the exports of the Republic.

At the present time the weekly editions which are hitched on to the great dailies seem to be steadily degenerating, while the tone of the agricultural press is much higher than in the past, and its circulation rapidly increasing.

SOME PHILADELPHIA NOTES.

By Edward Hurst Brown.

Walking up and down the south side of Chestnut street, filled with its throng of holiday shoppers, one might have seen, any day this week, a tall colored man, dressed in a swallow-tailed coat of the typical negro minstrel style. On the front of his broad expanse of white shirt front the name of Gilmore's Auditorium appeared in black letters, while a red waistcoat bore in white letters the name of the leading attraction for the week. In the center of the back of the coat a small white oval contained the name of the theater, which also appeared upon the tall piccadilly collar.

The conscious strut, which only a darkey on dress parade can assume, added immensely to the effectiveness of the advertisement.

A toy dealer has sought to attract attention to his stock of Christmas gifts for the little ones by rigging up a furniture wagon with a small Christmas tree, surrounded by hobby horses, doll carriages and the like, with a man dressed in the traditional Santa Claus costume standing in the back of the wagon and blowing vigorous blasts on a tin horn. The large muslin signs on either side had so much reading matter that they failed their purpose, for no one had time to read them. The same money spent in judicious newspaper advertising ought to have produced better results.

Another perambulating advertisement is a comet-shaped banner. The red star gave the street number of the store in white letters, while upon the white tail were the words: "Bargains in Books." Its novelty made it effective.

One of the leading Chestnut street clothiers gave his store front a holiday appearance by a projecting canopy of green over the doorway, from the center of which hung a huge bell in yellow immortelles, bearing the legend: "Merry Christmas." A number of smaller bells, in the positions of a pealing chime, also of the same yellow flowers, were grouped above it. The whole design was artistic and eye-catching.

In front of a haberdasher's a yellow standing sign bore a black "fist," as the sign writers call it, pointing toward the window, while bold, black letters invited the passer-by to "See that window." Below was a sentence calling attention to their dollar gloves, artistically displayed behind the broad sheet of plate glass.

One of our shoe dealers advertises in the street cars:

"Souvenir. For lady or gentleman.
Useful and healthful.

You get a pair of OVERGAITERS
with every purchase of
REFORM SHOES."

Souvenir spats are certainly a new idea.

One of the clothiers shows how his patrons may procure a Christmas present free, by filling his window with books and toys, these articles being given away with every purchase.

A near neighbor in the same line of business has a wax figure of a small boy holding up an empty stocking la-

beled: "For Kris Kringle, from a good little boy." A placard calls attention to the gladness produced in a mother's heart by a reefer or other garments as a Christmas gift for her boy. A seasonable reminder truly in these hard times, when one is puzzled to think of the best thing to give some one to whom a useful present would be particularly welcome this winter. All the stores, indeed, seem to have realized this in the way useful gifts have been advertised, almost to the exclusion of the so-called holiday goods.

Several of the leading grocers have taken to using the daily papers largely, advertising a certain line of special bargains sold at reduced prices for one week only, and varying the articles each week. Their show windows display the bargains for the week as well. It must pay them, for their stores seem to be gaining an increased patronage, and it might be a profitable thing for grocers in other towns to try.

A Tenth street tailor has been keeping a man busy writing personal letters to all the clergymen and doctors in town, inclosing a sample of cloth and offering to make a suit, to order, from the goods shown for \$15. That the idea was a good one has been evidenced by the number of doctors' carriages

which one might see almost any day, at noon, in front of the store.

Up in York the owner of a small shop shows real humor in his advertising, for his sign reads:

"Umbrella Hospital. Patients received at all hours. Consultations free."

One of our large hat stores places a small printed slip in each Derby hat they sell, reading: "Please drop in occasionally and let us clean your Derby for you, free of charge." Rather a cute idea to please the customer and offer an opportunity for the salesman to show the newest thing in hats when the offer is taken advantage of.

Advertising Novelties.

From Carleton & Kissam, Times Building, New York: A neat memorandum book and diary, bound in Russia leather, suitable for the vest pocket.

From the *Housewife*, New York: A circular, with a piece of gold leaf attached to the first page. Opposite is the catch-line: "What will bring the most —?"

From the *Whole Family*, Boston, Mass.: A daintily lithographed calendar, with verses by Austin Dobson.

From S. C. Beckwith, Tribune Building, New York: A dainty calendar printed in gold on tortoise shell.

TWENTY-FIVE

Mr. W. D. Boyce of Chicago is responsible for the following alleged list of Weekly papers having 100,000 circulation, or over, and for the calculations intended to show the comparative cheapness of each as an advertising medium.

Mr. Boyce says that seventy per cent of the advertising received by his combination of "Big Weeklies" reaches him through advertising agencies. His are about the only weeklies of large circulation that do not allow the agents' commission to the advertiser who places his business by direct contract, and it is supposed that there is not a special agent in New York City who makes any pretense of refusing the general agents' commission to any advertiser who asks for it.

Name of Paper.	Circulation.	Rate per Line.	Rate per 100,000 Circ'n.
Weekly Ledger, N. Y.	100,000	\$1.50	\$1.50
Street & Smith's New York Weekly.	100,000	1.25	1.25
Saturday Night, Philadelphia.....	100,000	1.25	1.25
Saturday Globe, Utica.....	160,000	2.00	1.25
Harper's Weekly, New York.....	100,000	1.00	1.00
Fireside Companion, New York....	140,000	1.25	.89
Family Story Paper, New York....	150,000	1.25	.84
Inter Ocean.....	120,000	1.00	.84
Youth's Companion.....	504,000	4.00	.79
The Voice.....	104,000	.75	.72
Yankee Blade, Boston.....	105,000	.75	.71
Union Signal, Chicago.....	105,000	.75	.71
Toledo Blade, Cleveland.....	110,000	.75	.68
Police Gazette.....	150,000	1.00	.67
Weekly Tribune, New York.....	150,000	1.00	.67
Golden Days, Philadelphia.....	120,000	.75	.62½
Union Gospel News.....	150,000	.90	.60
Elmira Telegram.....	170,000	1.00	.59
Atlanta Constitution ..	130,000	.75	.58
Christian Era.....	130,000	.75	.58
Weekly Republic, St. Louis.....	140,000	.75	.53
Detroit Free Press.....	120,000	.60	.50
National Tribune, Washington, D.C.	150,000	.70	.47
Weekly World, New York.....	112,000	.50	.45
Once A Week.....	175,000	.75	.43

ADVERTISING FOR WOMEN.

SIXTH PAPER—THE NEW YORK IDEA.

By Virginia Frazer.

New York City is the Mecca of the advertising fraternity. The man who wants to advertise anything, any time, anywhere, goes to New York to do it.

The Eastern man believes that this matter cannot be properly attended to outside of New York; the Western man who wants to "whoop up" business hies him to the same place to interview the big advertisers, and the man—likewise the woman—who writes "ads" is drawn, sooner or later, to New York City as if by a magnet. And I will add, for the benefit of the profession at large, that he secures more work in one day in the metropolis than in six months elsewhere.

I think there will not be one dissenting voice to the assertion that New York City is the great advertising field of the country, and yet I do not hesitate to affirm that the advertising done by New Yorkers in their daily papers, taken as a whole, is, without any shadow of a doubt, the poorest to be seen in all the length and breadth of the land. There is not one case of original nor even noteworthy advertising to be seen in all the daily press of the city. Possibly it may be explained upon the same principle that the shoemaker's children go barefooted, but I lay it all to the "exceptional value" fever, which seems to have struck New York advertisers hard many years since, and from which they have apparently not yet recovered.

I counted six "exceptional values"—no one was an "unprecedented value"—in the headings of as many dry goods advertisements in the Sunday issue of one paper not long since, and about the best, or least bad, of the great volume of advertising was that of a firm which "invited attention" to their "unrivalled values in seasonable goods." One great establishment came out with an "extraordinary offering"; another announced that it was "offering the best values ever shown," and still another house regales a long-suffering public with a statement to the effect that "good value is the order of the day."

The proprietor of a Western house, for which I was doing some work several years ago, said to me one day: "I will see that you are supplied with the New York papers hereafter, as no

doubt they will be of great assistance. You can see how they do it in New York;" and when a few days later, in answer to his inquiry, I said that I did not think much of the way in which they did it in New York, the look that

KELLY'S

6th Ave., cor. of 17th St.

LADIES' CLOAKS.

JACKETS IN KERSEYS, BEAVER AND CHEVIOTS, ALL THE NEW COLORS, FUR OR BRAID TRIMMING, WORTH COLLAR, UMBRELLA SKIRTS, SEAL, FUR AND CLOTH CAPES, FLAHS OR FUR-TRIMMED, FUR CAPES IN ALL THE POPULAR FURS.

Ladies' Silk and Cloth Suits,
MISSES' AND CHILDREN'S JACKETS,
SUITS, GRETCHENS, NEW.

MAHRETS, & CO.
NEW GOODS IN ALL DEPARTMENTS AT
SPOT CASH PRICES, ON THE MOST LIBERAL
TERMS OF

CREDIT

Full line of
Men's, Youth's, Boys' and Children's

**CLOTHING,
OVERCOATS,**

SILKS, SATINS, VELVETS, DRESS
GOODS, HOUSEKEEPING GOODS,
HOSIERY, UNDERWEAR, &c.

Blankets & Comfortables.

BROOKLYN STORE, 464 & 466 FULTON ST.

Furniture and Carpets.

OPEN WEDNESDAY AND SATURDAY
EVENINGS UNTIL 9 P.M. ENTRANCE
THROUGH FURNITURE STORE.

T. KELLY,

263-267 Sixth Ave.,

104-106 WEST 17TH ST.

The New York Idea.

he gave me said as plainly as words: "The trouble with you is that you think you know it all." He thought that the New York way must be right.

Another early experience in this line: One of the partners of a large Western house, who divided his time between

New York and the Western city in which the business was located, once undertook, very kindly, to give me some advice about preparing headings, by quoting the New York idea; and he wound up what he meant to be a very instructive homily on the art of writing advertisements with the promise to mail me all the "unusually attractive" headings that came in his way while in New York, "from which, doubtless, you will obtain much practical and valuable assistance in writing for your Western audience;" and true to his word, a few days after his return to the metropolis he mailed me a heading cut from the advertisement of one of the most influential dry goods establishments of the country, on the margin of which he had written, "dignified and strong; use in your head for next Sunday." It read:

BLANK & CO.'S
SPECIAL AND UNPRECEDENTED
OFFERINGS.

EXCEPTIONAL VALUES IN SILKS.

Only that and nothing more.

I looked at it in amazement and shut my eyes to the suggestion as to my next Sunday's heading, knowing very well that, if I served up such headings as that to my Western people, I would soon be minus an audience.

Compare the advertising pages of New York's papers with those of Minneapolis, St. Louis, Baltimore or even Philadelphia, and see how badly they suffer by the comparison, not alone in the language used, but also in typographical arrangement. The ad of Mabley & Carew, in the Baltimore *American* of Nov. 12, was a gem with which not a single announcement in either the bold black type of the *World*, nor the dreadfully monotonous light-faced type of the *Herald*, could compare for a moment.

Now, what is the trouble? Do New York advertisers believe that advertising is the one exception to the rule that what is worth doing at all is worth doing well?

Said the manager of one of the city's great dailies only last week: "The trouble is that our advertisers have got into a rut, and it's a deep one. New York advertising is abominable, but what are you going to do about it?"

The proprietor of one leading house told me: "Oh, I write our advertisements any time during the day when I can find a few odd minutes to spare," and

another, a member of one of the most prominent firms, said, in reply to my inquiry as to the system with which the advertising was done: "Well, I'll tell you how it is; sometimes I write an advertisement every day, and then, perhaps, several days will pass by without one; I'm busy; or possibly overlook it altogether, and, of course, when I'm out of town, it has to go undone."

In thinking over this subject of New York advertising, I've always been impressed with the lack of originality among so large a list of advertisers, and I mentioned this to the advertising manager of the paper claiming to carry the most advertising. Said he: "I don't see how it could be otherwise; the man from so and so's advertising agency rushes in here at the last minute before going to press, and turns the composing room upside down trying to get a dozen or more ads into shape all at once; how could there be any originality in them?"

There will be an awakening some day; indeed, it looks as if the time was fast drawing near, for, since writing the foregoing, one firm, Richards of West Twenty-third street, has broken loose from traditional methods, and last Sunday appeared in a dainty and most attractive new style. I watched three women look over the paper containing the announcement in question. The first said: "Oh, isn't this pretty?" Then, after a few minutes' pause, "plush coats again." The style of the advertisement had attracted her eye, and she proceeded to read it. Number Two asked: "Did you see this?" holding up the paper, and later in the day a third woman remarked, as the advertisement caught her eye: "Now isn't that sweet?" then in a few seconds: "I wonder if this seventy-five cent merino suit amounts to anything?" I don't know what other advertisements she read, but she did read that.

I congratulate Richards, and hope that his example may prove contagious.

WASTE-BASKET CIRCULATION.

From Newspaperdom.

Not the number of papers disposed of, but the number bought to read, is the thing that concerns the advertiser. Guessing contest coupons and cyclopedia checks may inflate by thousands the temporary sale of a newspaper, but the advertiser, who pays increased rates therefor, is, to speak plainly, a victim of bunco. The waste-basket is always a gainer, and the man who wins the prize, perhaps; but in no case the advertiser.

A READY-MADE READING NOTICE.

By Bert M. Moses.

The success of PRINTERS' INK's ready-made ad department prompts me to submit the following ready-made reading notice:

A MISUNDERSTANDING.

The rough treatment accorded a Down-East Agent.

From the Arizona Kicker.

Yesterday a fellow from the East came into the *Kicker* office and wanted to advertise an article called Scrubine. We didn't like his appearance because he wore a white shirt, linen collar, silk necktie, and shoes. He told us that Scrubine was a preparation for cleansing purposes. Without giving him a chance to say more we told him he couldn't have space for that purpose in the *Kicker*, as the boys would not take kindly to any new-fangled arrangement in the way of soap, and they would feel offended at the suggestion that they needed such an article. Then the tenderfoot said he'd sell his concoction on the street in front of the Horned Toad saloon. We solemnly warned him, as mayor of this town, that we would not be responsible for any little racket the boys might kick up over his foolhardiness. He turned a deaf ear to our words, and at once mounted a barrel in front of the saloon and began to hawk his wares. In about two minutes he realized that our advice was timely. Bill Dawson and a few of the boys were in the Horned Toad, and Bill had no sooner got the drift of the man's talk than he shot off the lower half of his right ear, while the other citizens filled his plug hat full of holes, and removed his white shirt. The last we saw of the tenderfoot he was tearing down Kickapoo avenue like a Samoan simoon, and was headed for Rattlesnake Gulley.

From one of the fellow's circulars, however, we glean information that shows he is entitled to an apology. The boys and myself were under the impression that Scrubine was what they call a "toilet luxury" in the East, but the circular says it is unsurpassed for house-cleaning purposes. In his hurried departure from this town, the down-Easter dropped several packages of Scrubine, one of which we secured, and shall take home to our better half. Old Ike Maudlin gave some of it to his mule for the heaves, and says

he will try it on his hogs for cholera, while we ourselves can testify that it softens the leather in a pair of boots better than tallow. We bespeak better treatment for the Scrubine man, and if he will visit us again, clad in a soft hat, colored shirt, and boots, we guarantee that the boys will, at least, give him an hour's notice to leave town.

THE NEWSPAPER FIELD.

By John Irving Romer.

The newspapers of this country are growing at the rate of about a thousand a year.

How do they all manage to find constituencies, and where are the advertisers that support them? is a natural thought. Perhaps the correct explanation is that the majority of them do not find support, and only exist until their promoters' patience and funds are exhausted, when their places are taken by others. Yet there are many papers that, from year to year, succeed in gaining a foothold and upon which advertisers confer their patronage. The thought that a quarter of a century hence—if the present rate of growth continues—there will be 40,000 newspapers in the United States, is appalling.

To one who scans the list of publications it would appear that every possible field was covered. Yet when the list is compared with that of Great Britain it is seen that there are still possible openings. For example, England has two journals devoted to billposting, and while we have no end of advertisers' journals (with more in sight), this branch of the field does not appear to be occupied.

The *Goatkeeper* is another unique development of British journalism which has no prototype on this side. It is true that we have any number of live-stock papers, including an *American Sheep-Breeder*, an *American Swineherd*, a *Progressive Bee-Keeper*, a *Horse Register*, a *Game Bird*, etc., but the poor owner of goats has had to struggle along without any special organ, unless the *Harlem Local* can be so considered.

England has a *Cowkeeper's Journal*, which is offset in this country by a *Milk Reporter*. No organ of the oleomargarine trade has been reported as yet, although this would seem to be a promising field.

Another English paper of unique

nomenclature is *Buck in the Park*, but we are led to believe that this does not properly come under the head of live-stock.

"*Charity*, an unsectarian record of benevolence," appears to fill a long felt want in London. In the United States a person who wishes to have his good deeds published to the world must needs advertise himself through the religious journals or "work" the daily press. England has several of these "*Charity Records*"—the publisher of one issues also a *Hospital Times*.

If you want to reach the British police you must advertise in the *Constabulary Correspondent*, "guaranteed circulation 12,500."

Another unique field that does not seem to be exactly duplicated in this country is covered in England by the publication called *Flats*. This is not a journal for the genus chumps, but is "devoted to the letting of flats, upper parts and chambers." On the other hand, the United States rejoices in a number of papers devoted to immigration, a field neglected in England for obvious reasons. Scotland has a journal called the *Life-Boat*, which is not a nautical paper but a non-sectarian family magazine.

By different publishers in London are issued a *Schoolmaster* and a *School-mistress*. There is no paper, however, laying claim to the title of "The Little Schoolmaster in the Art of Advertising." The United States has a tremendously long list of educational papers, there even being one in Alaska.

The confidential, family circle style of nomenclature is very popular in England. *Our Own Gazette*, *Our Own Magazine*, *Our Paper*, *Our Home*, *Our Boy's Magazine*, *Our Darlings*, *Our Little Dots*, etc., etc., exist in great quantities. A magazine for ladies has the somewhat unwieldy but graphic title of *Measures, Fitting and Cutting Out*.

There are several matrimonial mediums. The *Matrimonial Herald*, of London, calls itself a "matrimonial ambassador and negotiator." Apparently there is a much larger number of people in the United States anxious to get married than in England, for we have about three times as many matrimonial papers.

The industry of "ringing church bells" supports a weekly journal in London called *Bell News*. The United

States also supports some journals that do not appear to have a very extended field. For example, the *Journal of the United States Association of Charcoal Iron Workers*, which hails from Philadelphia, the *Embalmer's Monthly*, from Sioux City, the *Modern Cemetery*, from Chicago, and the *Weavers' Herald*, from Kansas. Street railways have no less than eight organs.

The undertakers' journals strike the outsider as one of the most curious fields for journalism, and an inspection of them is most entertaining. There is now even a monthly journal "devoted to the interests of cremation." It has reached its second volume and is appropriately called the *Urn*. Its motto, which is taken from Homer, is as follows:

The pious care be ours—the dead to burn.

An inquiry was recently made of the writer for a paper published in the interest of the perfumery trade, either English, German or French. He was able to find such a journal in Chicago, but an inspection of the catalogues issued from the other side failed to reveal any similar publication elsewhere. Many drug papers have perfume departments, but this seems to be the only journal exclusively in this interest.*

We might continue to catalogue novel papers and unoccupied fields indefinitely, but hesitate in the interests of the advertiser, who would have to cope with the great crop of new journals such a series of suggestions might bring forth.

* Since the above was written a new perfume journal has been started in New York.

RUSKIN AS AN ADVERTISING MEDIUM. *From the Toronto Empire.*

In the London Chancery Court the case of *Ruskin versus Cope* has been extensively reported in the newspapers. This was an application by Mr. John Ruskin for an injunction restraining Cope brothers, tobacco manufacturers, from publishing extracts from the plaintiff's work.

The subject matter was an advertisement, published as one of Cope's series of smoke-room booklets, which, after some tobacco advertisements, gave a barefaced republication of a large part of Mr. Ruskin's work, "*Fors Clavigera*." The title was Mr. John Ruskin's. Then there was an introduction, which, to a large extent, consisted of extracts from Mr. Ruskin's work, but interlarded with some original matter. The defendants submitted to an order for a perpetual injunction with costs and to get account of the number issued and to deliver up for cancellation these booklets, which were piracies.

All men are guilty in the sensational newspaper until the law finds them innocent, and their vindication then gets three lines on an inside page.—*Truth*.

IN SMALL SPACE.

Illustrated Stock. 180-Page Catalogue Free.

TREES

FRUIT AND ORNAMENTAL.
Greens, Roses, Hardy Plants, FOR SPRING PLANTING.
ELLWANGER & BARRY, Mt. Hope Nurseries,
Rochester, N. Y.

Office of "GARDEN AND
FOREST," Tribune Bldg.
NEW YORK, Dec. 21, 1893.

Editor of PRINTERS' INK:

Considering the space occupied I think the following advertisement is the neatest and most effective I ever saw. What do you think of it? Yours respectfully,

J. H. GRIFFITH,
Adv. Mgr.

To produce a strong and attractive advertisement in the small space of one inch is a task that has puzzled a good many constructors of advertisements. On interviewing Mr. Griffith concerning the above he enlarged upon the subject to the following effect, in substance: "It not only gives an excellent effect in small space, but is far better than many advertisements where the space is practically unlimited. In choice of display lines and arrangement of border, it is a model. The impression it makes upon the eyes at first is that it occupies much more space than it actually does. The arrangement of the rules not only cuts it off from the surrounding matter but causes it to stand out from the paper on which it appears."

Can any one do better in the same space?

IS IT RIGHT.

The Berlin, Conn., *News*, in addition to its local circulation, issues 2,500 copies every week in pursuance of the following contract:

EAST BERLIN, Conn., May 20, 1893.

To whom it may concern:

This is to certify that we have this day contracted for one year with J. E. Beale, publisher of the Berlin *Weekly News*, for one page advertisement in his paper, and that under said contract J. E. Beale agrees to mail a copy of that paper once every month, personally, to every Selectman in the New England States, to every Road Commissioner in New Hampshire, Vermont and Massachusetts, to every Supervisor, Town Clerk and Commissioner of Highways in the State of

New York, every Freeholder in New Jersey, and every County Commissioner in the State of Pennsylvania. This list comprises about 11,000 names.

THE BERLIN IRON BRIDGE CO.,
Chas. M. Jarvis, Pres.

It is an interesting question to know whether the *News* and the bridge company are violating the postal laws, and if they are, in what respect the transaction differs from the common one of paying for subscriptions by the thousand in the names of independent voters, as is done in every political campaign. One New York paper that we know of had tens of thousands of subscribers of this sort, for six months preceding the last Presidential election.

THAT "COMBINATION PAPER—DAILY AND WEEKLY."

IT PROVED TO BE A CIRCULATION LIFTER.

Office of "THE ANSONIA SENTINEL,"
with Daily and Weekly Editions.
ANSONIA, Conn., Dec. 21, 1893.

Editor of PRINTERS' INK:

The "Combination Paper" refers to the Wednesday edition only. On other days we print a straight daily paper. The Wednesday issue is designed for a daily or a weekly. As a daily it makes a six days' paper. If the weekly is ordered we send only the Wednesday edition. That particular number is printed in double sheet form, the inside pages of the second sheet containing all the matter that is transferred from the daily. The first sheet and the two outside pages of the second sheet are wholly fresh matter. The first sheet is just such a paper as would be issued on Wednesday as a daily were the editions separated. The plan was adopted at the time of starting the daily in 1884, as a means of economy and to put the daily on its feet. It has succeeded so well, and made that particular edition so strong, that we have not yet felt inclined to separate the edition and issue a weekly independent of the daily. It lifted the circulation of the weekly from 1,800 to 4,000. Very respectfully,

J. M. EMERSON.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

AMERICAN GARDENING wants advertisements.

TWO dollars, sent before Feb. 1, will pay for PRINTERS' INK till Jan. 1, 1896.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

1894 PRETTY calendar, 10 cents by return mail. Box 1407, New Haven, Conn.

RAZORS can be made keen for years by sending 15 cents to MONROE MFG. CO., P. O. 65, Rochester, N. Y.

\$3.00 BUYS "Best" Pat. Acct. File for business men. Send business card. A. H. SWANK MFG. CO., Fremont, O.

PRINTER—Thoroughly competent man desires position as foreman in country. Address "PRINTER," 224 W. 24th St., N. Y.

A MAN with references wants a position as manager or foreman in a newspaper office. Address "LYMAN," care Printers' Ink.

WANTED—A newspaper plant worth not less than \$25,000. No newspaper wanted, only outfit. **TIMES HERALD**, Dallas, Texas.

EDITOR with force, adv. ideas and general profitable service to make a paper hum wants to change. Address "FORCE," Printers' Ink.

"SMALL TALK ABOUT BUSINESS" By mail. Paper, 40 cents; cloth, 75 cents. **FREMONT PUBLISHING CO.**, Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. **FREMONT PUBLISHING CO.**, Fremont, Ohio.

EVERY person troubled with corns, bunions and warts to send for a free sample bottle of Persian Corn Cure. **MONROE COHN**, 322 W. 51st St., N. Y.

CHANGE your ad. Sameness becomes monotonous. **BERT M. MOSES** writes ads different from other people's. Try new blood and fresh ideas. **Lock Box 282, Brooklyn, N. Y.**

GOOD agents everywhere for latest office specialty. Sells itself with large profit. Income stamp at once for special terms. **AMERICAN LOCK-CRANK CO.**, Milwaukee, Wis.

CIRCULARS pay, if properly distributed. "It's our business," addressing, mailing and distributing catalogues, circulars, etc. Try us. **C. E. BUSKIN & CO.**, Cleveland, Ohio.

HERE YOU ARE—Two young men, going to Antwerp Fair next May, desire to advertise or represent supply house in old country. **D. M. RATHFON**, 370 Va. Ave., Indianapolis, Ind.

DO you want a first-class advertisement writer and manager for \$1,500 a year? Snap, push, highest references. Now with large dept. house. Address "COMPETENT," care Printers' Ink.

WHO DOES YOUR EMBOSSEING? Elegant designs in catalogue covers. Send for samples and prices. **GRIFFITH, AXTELL & CADY CO.**, fine catalogue printers, Holyoke, Mass.

YOU should bear in mind that we furnish fresh, authentic agents' and canvassers' names, of any State, at \$1 per M; \$4 M for \$5; 12 M for \$10. **S. M. BOWLES, J. P.**, Woodford City, Va.

ALL sorts and conditions of advertising and other novelties desired, wanted, required. Sample and price (cash against B. L.) to **HENRY COWE**, Quayaside, Berwick-on-Tweed, England.

WANTED—Position as advertising manager with firm or newspaper, by young man; 9 years' exp.; capable of writing good advertising. State salary you will pay. "G. C. G.," care Printers' Ink.

BUYER—I have opportunity to copy addresses from 50,000 letters of '99 and '00 mail buyers. Five to ten thousand at a time. What can I get for them? Address "MR. D.," Room 16, Centennial Bldg., Rochester, N. Y.

WANTED—The Western agency of a leading Eastern weekly or monthly publication, who would make liberal arrangement to secure good Western business. References. Address **CHAS. B. DARLING**, 79 Dearborn St., Chicago.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. **HERMAN J. MARTIN CO.**, Washington, D. C.

WE want you to work for us, thus making \$12 to \$35 per week. Parties preferred who can furnish a horse and travel through the country; a team, though, is not necessary. A few vacancies in towns and cities. Spare hours may be used to good advantage. **B. F. JOHNSON & CO.**, 11th and Main Sts., Richmond, Va.

6 TO 12 MONTHS' advertising credit or capital, by a lady specialist manufacturing valuable preparations, in association with a reputable physician, in New York. An unlimited field to extend an established practice. Highest credentials furnished. Correspondence confidential. Address "LABORATORY," care Printers' Ink.

\$1—CLASSIFIED advertisements, to appear by the year, are accepted for **PRINTERS' INK** at a dollar a word, if paid for in advance. Orders not accepted at this rate for less than ten words. Ten dollars pays for inserting ten words a whole year; eleven words cost \$11; 40 words \$40. Yearly advertisers may use additional space, within moderate limits, from time to time, at 12½ cents a line for each issue. All yearly advertisers are entitled to receive the paper without additional charge.

A SILVER SPOON FREE! **PRINTERS' INK** likes to see what sort of circulars people use who seek advertising patronage. If you are an advertiser and get a lot of this sort of literature, we want it! Tell your agent to save it for us! Send us every Saturday all that have accumulated within a week. If what you send is a larger lot than we receive from any one else for the week, we will send you a silver spoon, and another and another, just as long as the lot you send is larger than comes from any other person. Address **PRINTERS' INK**, 10 Spruce St., New York.

STREET CAR ADVERTISING.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

PREMIUMS.

PRINTERS' INK to Jan. 1, 1906, for \$2, if sent before Feb. 1.

WANTED by Advt. Dept. **AMERICAN GARDENING**.

"BOX of Brownies" (rubber stamps, retail 25c.). **EAGLE SUPPLY CO.**, New Haven, Ct.

OUR catalogue has the best premiums. **HOME BOOK COMPANY**, 142 Worth St., New York.

SEWING machines half price to publishers. Lists free. **A. M. MACHINE CO.**, Chicago, Ill.

NEWSPAPER Premiums. Largest line, lowest prices. **ARIEL BOOK CO.**, 1115 Market St., Philadelphia.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

PREMIUMS—Sewing machines are the best. Will increase your circulation. **FAVORITE MFG. CO.**, 343 Wabash Ave., Chicago, Ill.

PREMIUMS for publishers and others. New and taking. Retail 25c. to \$5.00. Send for descriptive circulars and special prices. **J. F. UPSON & CO.**, Unionville, Conn.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

\$2 **PAYS** for **PRINTERS' INK** till 1906.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order.

FOR SALE.

A **DVERTISING** space in **ST. NICHOLAS.**

\$3.50 **BUYS** 1 INCH. 50,000 copies **Proven WOMAN'S WORK**, Athens, Ga.

A 16-PAGE literary monthly for sale at a bar gain. Address "R. L. E.," care Printers' Ink.

A T one-half price, nearly new **Babcock Dispatch No. 7. THE DAY**, New London, Conn.

FOR SALE—Only Sunday paper in city of 35,000 inhabitants. Big business. Good reason for selling. Address "H. E. H.," care Printers' Ink.

FOR SALE—\$6,000 **Home Circle** subscription cards, dating 1899-3. For rent. No duplicates. Address **A. LEFFINGWELL & CO.**, Boyce Bldg., Chicago, Ill.

\$3,250 **ONE-HALF** cash, balance on easy terms, for leading job office and only book bindery in city of 30,000. Address **J. B. JEWELL**, Springfield, Mo.

IMPOSING stones, two marble, 28x30, and coffins. Worn only where quins have tracked. Chases used were 2x29. Will sell cheap. **HEBER WELLS**, 8 Spruce St., New York.

NEWSPAPER and job printing office in Eastern Pennsylvania for sale. Paper 33 years old, and only one in town of 2,500 population. Address "K," care Printers' Ink.

FOR SALE—\$5,000 W. A. Noyes Consumption letters, dating 1885 to 1893, inclusive. For sale outright or for copy. Address A. LEFFINGWELL & CO., Boyce Bldg., Chicago, Ill.

NEW newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address **RIDGE MFG CO.**, Box 375, Ridgewood, N. J.

SEVERAL lots of desirable nervous debility letters, subscription letters and miscellaneous letters for sale, or rent for copy. Write us. **A. LEFFINGWELL & CO.**, Boyce Bldg., Chicago, Ill.

FOR SALE—List of 1,000 selected printed addresses of prominent advertisers, arranged by States. Price, 50c. Regular price, \$2.00. Address A. LEFFINGWELL & CO., Boyce Bldg., Chicago, Ill.

TILL 1896 for \$2.—To any person who sends two dollars before February 1st we will send a receipt for **PRINTERS' INK**, paid in full to Jan. 1, 1896. Address **PRINTERS' INK**, 10 Spruce St., New York.

FOR SALE, **CHEAP**—Model book and job printing establishment in the "Boom City" of the country. Inventories about \$40,000, including 8 cylinder presses. Will sell at "slaughter" price, and make special terms. Write for descriptive circular. **NIAGARA PRINTING CO.**, 357-365 Seventh St., Buffalo, N. Y.

\$3,800 WILL buy the only newspaper plant in a village of 3,500 in Western New York, with steam power, presses and a complete and perfect outfit throughout. No other printing house within 15 miles. \$1,000 down and the balance in long time payments. Ad. "ADMINISTRATOR," care Printers' Ink.

FOR SALE—The whole or part interest in **THE EVENING LEADER** and job printing establishment. Only newspaper published in the senatorial district comprising the city of Manchester and the counties of Chesterfield, Fowham and Goochland, and practically the only job printing office in the district. Terms easy. Address **DENJ. P. OWEN, JR.**, Manchester, Virginia.

PUBLIC VENUE—A complete outfit of a job printing office, with body type sufficient for newspaper work. Scott news press (nearly new), two rollers, tapeless delivery, air springs; quarter medium Gordon, O. S.; half medium Universal; two-horse-power Otto gas engine; thirty-inch Rival pay-off cutter. Imposing stones, frames, three cabinets, cases, 160 fonts metal job type, 10 fonts wood type, all in good order. The above will be sold by the undersigned at public sale January 9, 1894, at the "McAlpin Storage," at Morristown, N. J., at two o'clock in the afternoon. **JOHN WHITEHEAD**, Receiver of the Morristown Printing Company. For inspection inquire of C. F. Artell, counselor at law, Morristown, N. J.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

TRY AMERICAN GARDENING.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent before Feb. 1.

CHAS. AUSTIN BATES, 629 Vanderbilt Bldg., New York. "Ads that sell goods."

A VERBAL "wiggle" to a business bait will often catch the eye and interest of a very cautious "fish." **JED SCARBORO**, Station W, Brooklyn.

A SEQUENCE of bright, logical circulars, sent by the manufacturer to the trade, will surely bring business. Not the old, stereotyped circulars, but some which, while not lacking in dignity, will have some "snap" and "go" in them. I write a series of six like that for \$25. Single ones, \$10. Send you a sample if you like. **CHAS. AUSTIN BATES**, Vanderbilt Bldg., N. Y.

MY ads "hold water." They not only catch, but they stick. I do not juggle with meaningless phrases. Every word counts. The ads are reasonable, logical, convincing. I can make them "funny" if you like, but I don't believe in it. Original retail ads \$1 each, except to regular clients; to them, 50 cents each. Outside retail lines nothing less than \$2. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y. "Ads that sell goods."

MISCELLANEOUS.

ST. NICHOLAS.

A DVERTISE in AMERICAN GARDENING.

VAN BIBBER'S Printers' Rollers.

TWO dollars, sent before Feb. 1, will pay for **PRINTERS' INK** till Jan. 1, 1896.

RIPANS TABULES act like magic for indigestion, biliousness, dyspepsia or headache.

SILK pieces for crazy work. Pack from \$2.00 per 100 up. **K. M. LEMARIE**, Little Ferry, N. J.

ELECTROTYPES.

TWO dollars, sent before Feb. 1, will pay for **PRINTERS' INK** till Jan. 1, 1896.

WOOD base cuts cost a little less to mail, but swell and warp, spoiling your advertisement's impression. Use my metal bodied electro-lightest made and your advertisement can be read. **E. T. KEYSER**, 5 Beekman St., N. Y.

A DVERTISERS use the Cellulose because they are made of celluloid, hence are very light and can be sent by mail at small expense; are more durable than electrotype and equal to a brass die. Cellulose and cellulotyping machinery, manufactured by the **J. F. W. DORMAN CO.**, Baltimore, Md., U. S. A.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent before Feb. 1.

FOR magazine illustrations, **H. SENIOR & CO.**, 10 Spruce St., N. Y.

DESIGNS, sketches and illustrated ads drawn. Send description and get rough sketch and estimate on finished drawing. **E. LUTZ**, 145 West Ave., Buffalo, N. Y.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Magnificent catalogue, 25 cents. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

NEWSPAPER INSURANCE.

\$2 PAYS for **PRINTERS' INK** till 1896.

INSURE present and future business by using **ST. NICHOLAS.**

ON CIRCULATION—What made London *Tribune*? How did *Answers* reach 700,000? *Pearson's Weekly* nearly a million? New York *Press and Advertiser* increase 200 per cent in a year! Only one answer—**FREE INSURANCE!** **THE COUPON COMPANY**, No. 175 Broadway, New York, is the only agency in the United States for making contracts with newspapers for use of coupons. Write or call. Always happy to confer with business managers.

ADVERTISING AGENCIES.

A LL indorse **ST. NICHOLAS.**

FURNISH rates for AMERICAN GARDENING.

O. L. MOSES, 133 Nassau St., N. Y., publishers' special agent.

GEO. W. PLACE—NEWSPAPER ADVERTISING. 62 Broadway, New York.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

NEWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

CHAS. K. HAMMITT, Advertising, 224 Broadway, N.Y., will serve you effectively, economically.

100 LEADING dailies, circ. 4,000,000; \$3 rate. **FLETCHER ADV. AGENCY**, Cleveland, O.

If you have in mind placing a line of advertising anywhere, address **B. L. CHANS**, Room 4, No. 10 Spruce St., N. Y. City.

If you intend to advertise in any manner in the U. S., consult us. **HERMAN J. MARTIN CO.**, 1902 7th St., Washington, D. C.

If you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

HICKS Newspaper Advertising Agency, **WILLIAM HICKS**, proprietor, 150 Nassau St., New York.

A LIVE Washington letter in exchange for advertised space in your paper. Write us. **HERMAN J. MARTIN CO.**, 1902 7th St., Wash., D. C.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 115-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. **HERMAN J. MARTIN CO.**, 1902 7th St., Washington, D. C.

TILL 1896 for \$2—To any person who sends two dollars before February 1st we will send a receipt for **PRINTERS' INK**, paid in full to Jan. 1, 1896. Address **PRINTERS' INK**, 10 Spruce St., New York.

THE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

ADVERTISING NOVELTIES.

IN AMERICAN GARDENING pays.

ADVERTISING rates invariable in **ST. NICHOLAS**.

TWO dollars, sent before Feb. 1, will pay for **PRINTERS' INK** till Jan. 1, 1896.

ADV. calendar '94. Makes \$60, costs \$4. Scheme, with right to use it, 25c. **VIM**, Peoria, Ill.

MAZZAROTH—Beautiful calendar in colors. Send stamp. **BIGGS**, Box 645, Louisville, Ky.

SEWING machines will boom your circulation. Write for particulars and prices. **FAVORITE MFG. CO.**, 243 Wabash Ave., Chicago, Ill.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar.

TO LET.

ADVERTISING space in **ST. NICHOLAS**.

AMERICAN GARDENING for first-class advertisements.

TILL 1896 for \$2—To any person who sends two dollars before February 1st we will send a receipt for **PRINTERS' INK**, paid in full to Jan. 1, 1896. Address **PRINTERS' INK**, 10 Spruce St., New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent before Feb. 1.

ZINC for etching. **BRUCE & COOK**, 190 Water St., New York.

ADVERTISING supplies business when nothing else will. Try **ST. NICHOLAS**.

"PEERLESS" CARBON BLACK. For fine inks—unequaled—Pittsburg.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, L't'd, 10 Spruce St., New York. Special prices to cash buyers.

CHEAP as dirt, fine as silk, 1,000 gold embossed letter heads. Best bond paper. With special design to order, \$9.35 complete. **LONDON PTG. CO.**, Columbus, O.

PAPER DEALERS—**M. Plummer & Co.**, 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 20 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

"THE PREPARATION OF ADVERTISEMENTS," a valuable little book on this subject. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

THEATER PROGRAMMES.

\$2 PAYS for **PRINTERS' INK** till 1896.

ADVERTISING in N. Y. theater programmes, season '90-'91. For rates, etc., address **ADOLPH STEIN**, 113 E. 14th St., N. Y.

ADVERTISING MEDIA.

ST. NICHOLAS.

SEATTLE TELEGRAPH.

THE Le Roy (N. Y.) GAZETTE is a first-class weekly newspaper.

TWO dollars, sent before Feb. 1, will pay for **PRINTERS' INK** till Jan. 1, 1896.

THE ENTERPRISE, Smithville, Ga., all home print; 1,000 subscribers.

THE NEWS, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

ALERT advertisers advertise in **KATE FIELD'S WASHINGTON**, Washington, D. C.

40 WORDS, 4 times, 50 cents. **ENTERPRISE**, Brockton, Mass. Circulation, 7,000.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. **STANLEY DAY**, New Market, N. J.

I COVER the State of Indiana. 13 leading dailies. **FRANK S. GRAY**, 15 Tribune Bldg., N. Y.

THE MANITOBA (Monthly Magazine), Winnipeg, Man. Circ. 3,116; largest, 9,000. 90c. a line.

Our Southern Home, 40p. mo. Immigration journal. Cir'n large, advg. rates low. Hamlet, N. C.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

WISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation. 30,000; 30 cents a line.

AMERICAN GARDENING is the best for seeds, plants or implements. Lowest rate for circulation in America.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

IN making contracts remember the best medium in Queens County is the **HERALD**, 71 Borden Ave., Long Island City, N. Y.

ALBANY, N. Y., TIMES-UNION, every evening, and **WEEKLY TIMES**, reach every body. Largest circulation. Favorite Home paper.

Do you want to reach the Scandinavians? **MINNEAPOLIS TIDENDE**, Minneapolis, Minn., has 10,000 sworn circulation. Write for rates.

ADVS. placed in each of 140 local weeklies; 75c. a line a week. Only one electrotype needed. **UNION CO.**, 15 Vandewater St., N. Y.

BIOREN & CO., Bankers, 136 So. 3d St., publishers of **INVESTMENT NEWS**, the Philadelphia standard monthly stock and bond review.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 122 Nassau St., New York City.

THE HOME CIRCLE. St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

THE Church Press Association, Incorporated. publishers of twenty Church Magazines, combined circulation, 35,000. Samples and rates on application. 10 S. 15th St., Phil'a., Pa.

HOMES and HEARTHS will be a winner for advertisers; 50,000 copies monthly, every copy circulated; 40c. line; yearly orders 30c. Send to WATTENBERG'S AGENCY, 21 Park Row, N. Y.

PANAMA STAR and HERALD—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 37,000. ANDREAS & CO., gen. agents, 52 Broad St., N. Y.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. **THE OHIO STATE JOURNAL**—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

THE value of WOMANKIND as an advertising medium is plainly evidenced by the letters received from advertisers telling the publishers of the large number of replies received in answer to their advertisements. GEO. S. BECK, 193 World Bldg., N. Y. City, Eastern Manager.

TO reach the Canadian buyers advertise in the **Canada Newspaper List** (50 papers). Proved circulation, 32,000 copies weekly. Special low rate to those who apply now for space. The largest advertisers in the U. S. use this list. Address, for rates, etc., **CANADA READY-PRINT CO., Hamilton, Can.**

SEND IN YOUR ORDERS FOR 1894. Yearly orders for classified advertisements in **PRINTERS' INK** will be accepted at 12½ cents a line while present discounts prevail, and contracts carry with them the right to use additional space, within reasonable limits, at same rate. Address **PRINTERS' INK, 10 Spruce St., New York.**

THE AMERICAN FARMER and FARM NEWS has—there is no doubt of it—the largest bona fide circulation of any monthly agricultural journal published anywhere in the world. The "ad" rates are very low, considering the character and extent of the circulation, and returns are certain as fate. **GEO. S. BECK, 193 World Bldg., N. Y. City, Eastern Manager.**

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 13 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. **GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.**

MRS. MONEYBAGS and the old gentleman Moneybags will be at the Hotel Ponce de Leon very soon. Mr. Seavey expects them. They are to have the best the "Flagler Palace" affords, because they can pay for what they get. It is just this kind of people who read **THE ST. AUGUSTINE NEWS.** You can come before them at the rate of ten cents a line, each insertion, for the season. **F. G. Barry, publisher, Utica, N. Y.**

IF you want to use a medium that pays the advertiser, **THE OLD HOMESTEAD, Atlanta, Ga.,** should be on your list. The only high-class magazine published in the South and Southwest, and reaching more homes in that thriving section than any other publication of its class, and the homes of people who buy articles of sterling merit. Advertising rates, based on a "Live and let live" principle, furnished on application to **J. WARREN LEWIS, publisher.**

MR. WM. B. REED, of Chambersburg, Pa., a leading rose-grower, and proprietor of the Chambersburg Nurseries, wrote, under date of October 30, 1893: "Of the fifty-seven papers used, **PARK'S FLORAL MAGAZINE** stands at the head of the list, yielding nearly seven times the cost of the insertion. With only two exceptions, none of the others yielded more than two times the cost of insertion, and forty-six of the papers did not pay cost of insertion. The list included **Ladies' Home Journal** and the leading magazines and horticultural journals of the country. Yours sincerely, **WM. B. REED.**"

Evansville, Indiana,

Has increased in population seventy-three
per cent during last decade;

Never had a bank failure;

Coal for manufacturing seventy-five cents
per ton;

Telegraph, express and mail reports show
large increase in business over 1892.

For further information, address

C. J. MURPHY,

Secretary Business Men's Association,

EVANSVILLE, IND.

Truth will tell!

Not that plain, every-day, homely virtue spoken of in many proverbs, but that bright, particular star in the firmament of illustrated weeklies—TRUTH, "America's marvel in colors," as it has been described.

Its beautiful colored cartoons, its clever editorials, witticisms and brilliant black and whites, are telling every week on the critical faculty of thousands of the most refined and best educated people everywhere, including

Artists,	Titled Foreigners,
Journalists,	Historians,
Statesmen,	Poets,
Jurists,	Clergymen,
Merchants,	Physicians,
Bankers,	Actors,
Railroad Presidents,	Playwrights,
Society Leaders,	Musicians,
Scientists,	Lawyers,
Collegians,	Government Officials,
Diplomats,	Clubmen;

all of whom, as shown by its sales on news-stands and by its subscription lists, read it regularly.

Advertisers everywhere are also declaring that TRUTH tells a pleasing story of returns for money expended therein. Send for a **sample copy**; it will bring confirmation of these statements. TRUTH is its own best advocate to all who

Publication Offices,
203 Broadway, N. Y.

Try it!

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.

OFFICES: No. 10 SPRUCE STREET.

NEW YORK, JANUARY 3, 1894.

COMMENCING with this first issue, and continuing throughout the year, PRINTERS' INK will publish a series of articles dealing with the question: "What papers shall an advertiser use to reach the people of this State, territory, or city?" In this number the State of Alabama receives attention, being first by alphabetical arrangement. Other States, territories and great cities will be dealt with in their order, the following being the assignment for three months:

January 3.....	Alabama.
January 10.....	Alaska.
January 17.....	Arizona.
January 24.....	Arkansas.
January 31.....	California.
February 7.....	Colorado.
February 14.....	Connecticut.
February 21.....	Delaware.
February 28.....	District of Columbia.
March 7.....	Florida.
March 14.....	Georgia.
March 21.....	Idaho.
March 28.....	Chicago.

A systematic effort will be made to bring these articles to the notice of advertisers and newspaper men in each State or city, for the purpose of eliciting expressions of opinions as to the good faith and good judgment with which each separate list has been compiled, and noting the same in revisions made at a later time, if it should seem advisable to republish the whole in a more permanent form for the convenient use of advertisers.

THE *Atlanta Journal*, represented in Washington by Hoke Smith and in N. Y. City by S. C. Beckwith, printed and sold an average daily issue of 17,101 copies all through the year 1893.

A MORE notable illustration of the possibilities for a trade journal than the holiday number of the *North Western Miller*, Minneapolis, PRINTERS' INK has never seen.

IN these days, when typographical jumbles are so common, it is refreshing to find a big daily paper advertisement set entirely in one face of type. Such an announcement occupies three columns in the Chicago papers, and although it appears to present considerable variety in display, but one series of type is used throughout. The ad is put out by Lyon & Healy.

THE large amount of newspaper comment upon the silver statue of Ada Rehan (exhibited at the World's Fair) has given it an advertising value which some local firms are using to good advantage. Messrs. Abraham & Straus, of Brooklyn, have had it on exhibition for several weeks, and now the firm of O'Neill & Co., in New York, are advertising it to be seen at their store.

MR. JOHN H. FARRELL, proprietor of the Albany *Times-Union*, made a handsome Christmas presentation to each of the 408 carrier boys who regularly push the sale of his paper. A large hall was engaged for the purpose, and Gov. Flower was on hand to encourage the industry of the youngsters. Hustling newsboys are the best advertisements that a newspaper can have, and Mr. Farrell was wise as well as generous in stimulating them to further efforts. Without the practical friendship of these diminutive incarnations of push and energy, Mr. Farrell would have hardly been able to establish the claim that no one at present seems inclined to question: "That the *Times-Union* has a circulation greater than all the other Albany dailies combined."

THE ugly black electrotype-inserted on yearly contract is disappearing from the country newspapers. People are using larger space, bolder display, and more readable and more frequently changed announcements. These make the papers look fresher, and are on the whole an attraction rather than an injury. The old electrotype, standing unchanged for a year, is an admission to the public by the publisher that he don't think his space worth very much. Advertisers are accepting the publisher's estimate in such cases. Even the patent medicine advertiser is fast learning that forcing an ugly, poorly printed electrotype upon the attention of readers, every day or every week for a year, is no longer profitable, and that papers

that seek or will accept that sort of patronage are only those that have not a great many readers to offend.

OUT of a total of one hundred and sixty-seven weekly newspapers in Alabama, ninety-one, or more than half, use partly printed sheets obtained from some one of the offices conducted under the management of James H. Beals, Jr., of New York, who contracts for advertisements to appear in the great combination known to advertisers as "The Atlantic Coast Lists."

If a subscriber does not pay in advance for the Hillsdale, Michigan, *Leader*, he is charged \$1.50 when he does pay; but, if he plunks down \$1.50 in the beginning, he may receive for it a full paid-in-advance yearly subscription not only for the Hillsdale *Leader*, but for the New York *Weekly Tribune* and the Chicago *Weekly Inter-Ocean* as well.

If the name of a newspaper is to become a household word, it should be easily spelled, spoken, and pronounced. The following selections from the American Newspaper Directory are exceptions to this rule:

Sinasapa Wocekiye Taeyanpaha, of Fort Totten, North Dakota.
Ojczyzna, of Cleveland, Ohio.
Yhdysvaltain Sanomain Kuvallehti, of Harbor, Ohio.

THE Dana Sarsaparilla people, of Belfast, Me., have struck a novel idea in the much-worked field of prize advertising. They have gotten out a "copy-book," similar to those used in public schools, with the exception that the model at the head of each page is an ad of the sarsaparilla, instead of some fine moral precept. Prizes of \$100 are offered to the boy or girl in each State who fills out the copy-book in the neatest and best manner. Here are some of the models which the children are required to copy:

Shaky handwriting shows nervousness.
 Dana's Sarsaparilla, a true nerve remedy.
 Dana's Sarsaparilla cures grandpa's rheumatism.

Rich red blood from Dana's Sarsaparilla.

On the cover is a statement which the parent must sign, affirming that the child did the writing without assistance. Thus the advertising is impressed upon the adult through the most effective channel

ONE EFFECT OF CHEAP PAPER.

It is to be noted that local weeklies are beginning to adopt seventy-five cents, and even fifty cents, as the cash-in-advance subscription price.

The Walkersville, Maryland, *Enterprise* goes farther than any other weekly that we have noted, and prints the following:

TERMS.—35 cents a year, strictly in advance; if paid during the year, 35 cents; and if not paid until the end of the year, 50 cents. Out of the county, 35 cents.

The *Enterprise* further asserts, truthfully, no doubt:

Advertisers wishing to reach the people of the Glade Valley cannot use a better medium than the *Enterprise*.

Advertising rates low.

Paper is cheap but there is not much money to be made out of circulation nowadays.

THE Chicago dailies have a very neat combination, based on the plan of the New York Wind & String Instrument Operators' Union. If a Chicago daily advertises in a trade paper, it has to pay \$100 fine to the association, besides paying the trade paper for the advertising. This sort of labor union combination embarrasses Mr. Damosch and PRINTERS' INK in their efforts to make a living and serve the public; but if those who furnish the wind and muscle are really benefited, outsiders have no right to complain.

Mr. W. J. Ritchie, late special agent in New York for the San Francisco *Examiner*, informs PRINTERS' INK that he has resigned the position, and his place will be again filled by Mr. E. Katz, to whom he succeeded in August last. Mr. Katz received the highest salary paid to any special agent in New York, viz.: \$10,000 a year, and his demand for an increase during the dull summer led to his resignation shortly afterwards. He secured advertising orders for the *Examiner* to the amount of nearly \$500 a day throughout the year. Mr. Katz has now arranged to represent a few other California papers, which will supplement rather than interfere with his work for the *Examiner*. Mr. Ritchie assures PRINTERS' INK that during his four months' campaign in New York he sent the paper \$3,000 more business than was sent in the corresponding months of 1892. Almost everybody else has found business dull during the past few months.

Mr. C. G. Clarke, who is said to have engineered the Admiral Cigarette advertising, tells PRINTERS' INK that his connection with Mr. Chas. K. Hammit's Advertising Agency, although actual and pleasant, was temporary and has ceased.

Printers' Ink, tho' dark, is the light of the world.—*Shenandoah (Iowa) Post*.

Ready-Made Advertisements.

Original Suggestions From Various Contributors.

For a Tobacconist—(By Chas. Shepherd).

We Have Laid Pipes

for a Smoking Hot Trade. If you want luxury smoke a Cigar. We have 'em in plenty, and only of the very best brands. If you want to be economical

Smoke a Pipe.

We have 'em to sell, and the style and quality is of the best.

If everything ends in smoke, wind up at

HEALEY'S CITY PHARMACY.

For a Grocer—(By Top O'Collum).

STORIES OF STARVATION

that come to us from the big cities seem almost incredible, in view of the low prices at which the necessities of life can be obtained. To people who are now seeking to economize we offer not merely the necessities, but the

LUXURIES OF LIFE,

at prices that make life worth living. Here are some of the articles we recommend for this week's purchases:

For a Hardware Store—(By D. H. Moore).

Stubborn

Skates

that won't stay on when you want them to or come off when you want them off—worse than no skates at all.

Our Stickfast Skates

hold tight, and are skimmers.
\$2.00 a pair.

HAWKINS' HARDWARE STORE.

For Shoes—(By W. C. Baker).

DEM GOLDEN SLIPPERS

of the song might possibly have been worth a trifle more than anything we have to offer in the slipper line, but they weren't any easier—wouldn't last any longer than some of ours. If you prefer shoes to slippers we think we can help you make a selection.

Our rubbers are good wearers—perhaps you're ready to throw the old ones away.

For a Photographer—(By A. Ward).

A DARK DAY

does not prevent OUR taking a perfect picture. Cabinets, \$3.00 per dozen. Our Paris Panels are the latest and handsomest thing in advanced photography. Not necessary to engage sittings in advance at the new and elegant ground-floor gallery of

BELLSMITH & POWER, FOTOGRAFERS.

For a Grocer—(By W. C. Baker).

WHOLESOME FOODS

are essential to happiness and longevity. They're cheaper by far than doctors' bills. When you buy tea and coffee you want the pure article—something of good strength and pleasing fragrance. We sell this kind—couldn't afford to sell any other. If you'd try our spices the results would gratify you.

Baking powders, canned goods and crackers are a few of our specialties.

For a Clothier—(By D. H. Moore).

SHIVERS

are uncomfortable things when they get to crawling over one. Our

BUXOM OVERCOATS

will prevent that—keep you as warm as you want to be kept.

Huge, Heavy, Handsome, and \$19.

BILLINGS, 116 8th Street.

ALABAMA.

Who would advertise in Alabama finds 213 newspapers from among which he may make choice of such as will suit his purpose best. Of these, the greatest proportion are weeklies, counting 167 in all, representing 9 congressional districts, 66 counties and 112 cities, towns or villages.

That the circulation of most of these papers is comparatively small would seem to be established by the fact that, at the time of the last revision of the American Newspaper Directory, the publishers of only 8 of them furnished such circulation statements as would permit of the usual guarantee of accuracy, and of these only 4 claimed an average issue of more than 1,000 copies.

The four achieving this distinction were the *Besemer Journal*, showing an average issue of 1,558; *The Times*, published at Florence, and the *Gadsden Leader* each printed no less than 1,200, and *Our Mountain Home*, of Talladega, no less than 2,000 copies of any issue during the year reported. A few weeklies in the larger cities are credited with greater issues, but their publishers exhibit that hesitancy about setting forth the facts that is to be so generally noted in offices of well-established journals, whose fame and surroundings lead the public to credit them with a larger sale than the publishers would attempt to verify.

The tendency of the day, among general advertisers, is decidedly in the direction of confining local advertising, by direct contract, to newspapers issuing daily editions. Since newspapers have multiplied so enormously, it is no longer practicable for a general advertiser to have profitable dealings with local weeklies circulating no more than a few hundred copies. These must now depend upon local advertisers for support. The general advertiser, if he uses them at all, generally contracts wholesale through some one of the co-operative printing companies, from whom so large a proportion of the papers of this class now make a practice of buying partly printed sheets, containing reading matter and advertisements as well, and to which the local news and home advertisements can be added by a single impression. One of these companies, doing business at Birmingham, supplies no less than sixty Alabama papers, and it is interesting to

observe that the price demanded by it for inserting a one-inch advertisement in all of these, together with forty others in adjoining States, is only \$7 for a single issue, or 7 cents a paper—a sum smaller than the cost of type-setting in each office—while on yearly contract it is understood that the rate does not exceed \$2 an inch per paper. The fact that the *Besemer Journal*, with its guaranteed issue of 1,558 copies weekly, is one of the papers, shows that the character of those included in these combinations is not below the average, while the price at which advertising is taken shows how hopeless it is for a local publisher to compete with these companies for foreign advertising.

The three principal cities of Alabama are Montgomery, the capital, centrally located; Birmingham in the north—the center of the iron interest, and Mobile in the south. The latter, situated on Mobile Bay, is the commercial depot and largest city of the State, having a population of over 30,000, and issuing two daily papers, a morning and an evening. The former, the *Mobile Register*, was established in 1821, and for half a century was a potent influence in Southern journalism. Montgomery, with a smaller population than Mobile, issues twice as many newspapers. Here are two morning papers and one evening. Birmingham built its first house but little more than twenty years ago; five years ago it had over 40,000 people and is still more populous than Montgomery. Of 26 newspapers issued two appear daily, one in the morning, the other at evening.

It is a significant circumstance that the publishers of the Newspaper Directory are not supplied with statements that enable them to guarantee the accuracy of the circulation rating of a single daily in Alabama. There are 17 of these, in all. In addition to the places already named, Anniston, with 10,000 people, issues a morning and an evening paper; Eufaula, with 5,000, issues the same; Huntsville and Selma, each with about 8,000 people, support two morning dailies; while Tuscaloosa, with half the population of the places last named, issues a morning and an evening daily.

Of all the places in the State only Birmingham and Montgomery are credited by the Directory with pub-

lications having a regular issue exceeding 5,000 copies. The largest editions in the State are credited to the weekly *Age-Herald* of Birmingham, the *Great South*, a monthly emanating from the same place, and to a Farmer's Alliance weekly at Montgomery; but there appears to be a good deal of guess-work about the actual output of any of the three.

In August last the following appeared in PRINTERS' INK:

TO ADVERTISE IN ALABAMA.

A man wished to advertise in Alabama without using more than twenty newspapers. He applied to an advertising agency for a list of the papers he should use, and this is what was recommended. PRINTERS' INK would like to hear from people who can improve this list, learning which papers should be omitted and what ones should replace them, and why.*

Anniston.... Hot Blast, daily, and w'ly Times.
Bessemer.... Journal, weekly.
Birmingham. Age-Herald, daily and weekly.
 News, daily and Sunday.
 Ala. Christian Advocate, w'ly.
Eufaula.... Times, daily, and weekly Times.
Florence.... Times, weekly.
Gadsden.... Leader, weekly.
 Times and News, weekly.
Greenville.. Advocate, weekly.
Huntsville.. Argus; daily and weekly.
 Mercury, daily and weekly.
Mobile..... Register, daily and weekly.
Montgomery. Advertiser, daily and semi-w'ly.
 Baptist, weekly.
Opelika..... Industrial News, weekly.
Selma..... Morning Times, daily.
Sheffield.... Enterprise, daily and weekly.
Talladega.... Our Mountain Home, weekly.
Tuscaloosa.. Evening Times, daily and w'ly.

*NOTE.—This list was exhibited to another advertising agent, and he, after examining it, said: "It is a first-rate selection, but I would suggest omitting Talladega and adding the *Mobile Daily News*."

In response to the request for comments by those capable of improving the list, the following communications were received:

Office of the "DAILY MERCURY,"

HUNTSVILLE, Ala., Aug. 28, 1893. }

Editor of PRINTERS' INK:

Your list of twenty select Alabama papers is good, but I think will be improved by the following corrections:

Strike out Gadsden *Leader* and insert Gunterville *Democrat*.

Strike out Huntsville *Argus* and insert the Decatur *News*.

Strike out Sheffield *Enterprise* and insert the Tusculum *North Alabamian*.

Why? Because the papers I name are old-established weeklies, and besides having a larger number of readers, exercise an influence in their territory that is attained only by the "old reliable" weeklies over their rural readers.

R. L. O'NEAL,

Manager *Daily Mercury*.

MONTGOMERY, Ala., Aug. 24, 1893.

Editor of PRINTERS' INK:

Copy of issue of the 23d at hand. I note your list of the twenty best papers with which

to cover Alabama. It is very good with one exception, viz.: the *Sheffield Enterprise*. That paper suspended some months ago.

Yours truly,

"THE MONTGOMERY ADVERTISER,"
F. P. Glass, Sec'y.

The reason given for striking out the *Sheffield Enterprise* is quite sufficient, but that for the substitutions recommended, on investigation, failed to be so well sustained.

The class of goods most likely to be profitable subjects for advertising in Alabama are those which appeal to an agricultural population. The principal crop is cotton, which is grown throughout the State. Manufacturing industries are comparatively slight. It should be a pretty earnest advertiser who requires to use more Alabama papers than are named above, and most will content themselves with less than half a dozen selected from the three principal cities.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

A correspondent from Indianapolis, Indiana, who says he has already done some English advertising, though I do not recollect it, asks me to say something about evening papers in London, and makes particular inquiry for an expression of opinion as to the evening paper as an advertising medium.

There are many opinions as to the usefulness of evening newspapers, and dissociated from a general discussion of the subject, for which there is not room here, mine would be of no interest. As to the London evening press, there are four half-penny (one cent) and five penny (two cent) papers published in this city. Only one has made a definite statement of circulation, namely, the *Evening News*; consequently any attempt to place these journals in order of circulation must necessarily be guess-work, but I should say the order was somewhat this: *Echo*,* *Evening News*,* *Star** (I really cannot guarantee the relative positions of these three in point of circulation, but in point of value as advertising media I consider the first named worth more than twice the other two put together. It is a regular family paper, taken into thousands of homes and not depending on race-course news for any of its popularity), *Evening Standard* (noted for its stock exchange news), *Westminster Gazette* (political),

Pall Mall Gazette, *Globe* (old-established paper, widely read by well-to-do people), *St. James' Gazette* and *Sun*.^{*} The half-penny ones are distinguished by an asterisk. Mr. Astor's *Pall Mall Gazette* is going ahead, but it has ground to pick up which was lost during the transition which landed it in his hands. It is the best printed of all the bunch and very lavishly maintained in every way.

* * * * *

While on the subject of London papers, let me just mention an advertising device used by one of the two half-penny morning papers. The matter given below was neatly displayed on a postal card which I found in the letter-box lately :

WHICH ARE THE FIVE ?

The MORNING LEADER is one of the five leading London morning dailies. Perhaps it is even the best for your advertisement !

THINK IT OVER !

* * * * *

The wonderful society, several times alluded to in PRINTERS' INK, which is going to prevent land owners from letting off ground for the erection of advertising stations, has got out a magazine, to advertise itself apparently ; and whatever else is to be said against the " Journal of the Society for Checking the Abuses of Public Advertising," it cannot be called otherwise than entertaining to the instructed eye. It is called *A Beautiful World*, and the billposters, with whom the editors are exceedingly angry, have, so far from resenting their wrath, most forgivingly turned the other cheek, and have circulated quite a little number of this lively periodical for the amusement of their friends. Certainly the prospectus of *A Beautiful World*, as printed on the back cover, is worthy of attention, and though the proprietors apparently do not anticipate a very large sale, one would regret that so notable an addition to the gayety of nations should leave off being issued. "For the present," says the prospectus aforesaid, "a copy will be sent post free to every member without special charge. To members desiring to obtain additional copies the price of each will be threepence ; to non-members, sixpence." Then comes the advertising scale, which is unimportant, but the conditions are funny : "Every announcement will be printed, as far as

the matter permits, in paragraph form, without any greater variety of type than is used in the contents of the journal. No announcement containing statements that, in the judgment of the honorable secretaries, are extravagant or inaccurate, or are not in keeping with the principles of the society, will be admitted. Advertisements of business firms will be inserted on the distinct understanding that the firms approve of the principles of the society" —one does not quite see why that matters ; it might be less unreasonably demanded that the society should approve of the advertiser !—"and in practice conform to them as far as the exigencies of legitimate competition permit." These great people, however, do not mean to withdraw the light of their valuable approval from all commerce ; even some forms of advertising are to be still permitted in this imperfect world : "The society has never questioned that publicity is, in many cases, useful ; and the executive committee believe that, while obtaining material financial help by this feature, they are setting a good example of unobjectionable advertising." If only that advertising is unobjectionable which partakes of the weird characteristics displayed by the ads in *A Beautiful World*, I am afraid "the society" will have to reconcile itself to failure. The billposters are well advised in their plan of giving this ridiculous periodical a circulation it would never have otherwise gained. I have not space in this letter to waste in a review of it, but it may be safely trusted to make quite manifest to any reasonable reader the utter preposterousness of the crusade which a handful of pedantic busybodies have undertaken to bolster up by its means.

* * * * *

A very pleasing and effective piece of shop window advertising is to be seen in Ludgate Hill, London, at the present time. It would, perhaps, be more accurate to call it a smart piece of window dressing. A jeweler has a fine show of diamond rings, pins, brooches, and so forth. These are displayed in tasteful arrangement on cushions of deep red plush. Higher up in the window is a curtain of similar material, close to the glass, and this curtain serves to conceal a row of electric glow-lamps, whose light is directed by reflectors to the jewelry below. You cannot see the source of light, and the

plush cushions are so dark in color as not to reflect much of it, consequently the stones and gold settings shine with a miraculous-looking brilliancy, as though self-luminous, and the effect is very beautiful. The curtains are large enough to keep this window quite gloomy, except where the light falls. The shop has other windows, which are lighted up and otherwise made good use of. It is not all curtained off in the dark.

* * * * *

"Sandwich men" are more used in England than in America. They are mostly used to advertise theaters, and now and again some one would get up a grotesque costume for them, turn out a long crowd of men, and think he had invented a new advertising dodge. Of late this thing is worked so that you are tired of it all the time, and a country newspaper here has had quite a correspondence on the subject. I will just quote one of the letters, which expresses opinions altogether just and reasonable, to my mind. It is headed "Sweet Advertisement."

To the Editor of the Daily Gazette:

SIR—Passing up Corporation street yesterday I had my attention arrested by a procession of some half dozen men slowly pacing in the gutter, whose appearance must have pained all thoughtful people. Each man wore a monk's habit of dark russet color, drawn in at the waist by a rope girdle, with cowl falling over his shoulders, revealing a hideous false tonsure, and on his back, printed in black letters on a piece of white canvas sewn into the habit, he bore an advertisement. Now, sir, sandwich men in general are neither cheerful nor edifying objects in these days, but, in particular, the sight of these unfortunate men, bent with fatigue, it may be with shame, their appearance so woe-begone, so grotesque that it excited the ridicule and derision of the thoughtless and the unkind, was one which must have filled all decently-minded people with indignation. An ingenious writer has said, "Such are the uses of advertisements;" but the perambulating human advertisement, so extensively and obtrusively used nowadays, is simply revolting. It is a disgrace that those responsible for the appearance of many of the sandwich men in our streets should so inhumanly avail themselves of the necessities of the fallen or the forlorn, who in their desperate straits, patient of any indignity that may be thrust upon them, catch at any opportunity of earning a pittance by which to eke out a pitiful existence. Yours truly,

FRANCIS T. REDFERN,

Whitehall Chambers, Colmore Row, Birmingham, Nov. 24.

A local advertising contractor replied:

I can quite agree with the remarks made by Mr. Redfern upon the above subject, and wonder that our bye-laws do not stop such a disgraceful exhibition. My firm positively refuse to accept any orders for sandwich men

should they be required to adopt means of attraction similar to the case mentioned. The sandwich men engaged by ourselves are paid a very fair wage, much larger than they receive in London and other towns. It no doubt is a pity that so many are compelled to do this for a living, although I am sorry to say some have refused a regular situation and would rather continue the prowl of the sandwich man. At the same time it must be borne in mind that this system of advertising absolutely is the means of preventing many men from starvation, but by all means let it be done with common decency.

Yours faithfully,

Per pro Sheffield's Limited,

WILLIAM L. SHEFFIELD,
Managing Director.

Of late there have been seen in London streets men who bore, in addition to the customary "fore and aft" boards, a board secured in an iron frame and carried above the head. The effect is not lovely, but the advertisement is decidedly good.

NO SANE MAN WANTS BREAD BUTTERED ON BOTH SIDES.

WORCESTER, Mass., Dec. 21, 1893.

Editor "Little Schoolmaster":

Among the many excellently worded signs of the Eastern Advertising Co., placed by them in unlet spaces in the electric cars, there is one which would bear improvement. It reads: "Put your business card here if you know on which side your bread is buttered."

This seems to me repellent. Is there not too much of an arrogant assumption that you do not know, hence do not use the space?

I submit as an improvement one of the following:

"Put your business card here, if you would have your bread buttered on both sides;" or

"A card advertising your business in this space would butter your bread."

H. L. F.

COURTEOUS AND COMPETENT.

BOSTON, Dec. 20, 1893.

Editor of PRINTERS' INK:

I have read with much pleasure Mr. De Land's letter concerning Mr. Montgomery, of the Chicago post-office (PRINTERS' INK for Dec. 20, page 648). During the past year I had occasion to visit Mr. Montgomery to obtain entry on five different journals, and every time I found him exceedingly helpful in his suggestions, courteous and obliging. It is to be hoped that, in the changes now taking place in the Chicago post-office, Mr. Montgomery may not be displaced.

Truly yours,

CHARLES H. KILBORN.

PRINTING-OFFICE SECRETS.

A properly conducted printing-office is as much a secret society as a Masonic lodge. The printers are not always under an oath of secrecy, but always feel themselves as truly in honor bound to keep secrets as though they had been put through triple oaths. Any employee in a printing-office, who willingly disregards this rule in regard to printing-office secrets, should not only be scorned by the brethren of his craft, but should lose his position in the office at once.—Brunswick Telegraph.

ADVERTISING IN PHOTOGRAPHY.

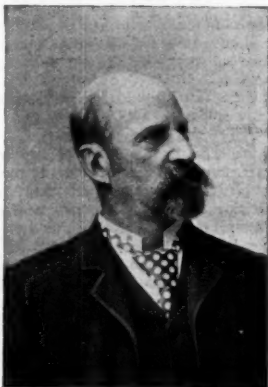
By John Z. Rogers.

The custom, now practically universal, of a photographer using a reproduction of his signature on his pictures as an advertisement was originated by Napoleon Sarony, the well-known Union Square photographer. Mr. Sarony is an old timer. He was born in Quebec, but at an early age came to the United States. Along in the early forties he founded the lithographic firm of Sarony, Major & Knapp, the last-named member of the firm being of the same family of Knapps of the Knapp Co. fame, and

smoothly without the aid of newspaper advertising except photography.

Mr. Sarony says that very few of his craft advertise except by means of their pictures. In the large cities it is a rare thing to see a photographer's ad in any publication, but in the smaller places they advertise in the local papers along with the other business men.

Photographers are fortunate individuals, for in the big cities they are not only advertised without expense, but are actually paid for acquiring publicity. This is due to the method in vogue of displaying photographs in dry goods, stationery and similar stores. The name of the maker is almost as prominent as the likeness, and the advertising is a natural result.



Mr. Sarony was the artist of the firm, and signed his name to his drawings, with the same bold stroke that appears to-day on all his pictures.

In 1862 Mr. Sarony went in the photographic business in Birmingham, England, and while there the idea of reproducing his signature occurred to him. Since then his rather novel idea has been borrowed by nearly every photographer in the country.

It took photographers a long time to catch on to Mr. Sarony's idea, and he tells me that the scheme was not generally adopted till within five years or less. There is probably no business in existence of any size that jogs along

EVERLASTING SMASH.

SAN FRANCISCO, Cal., Dec. 15, 1893.

Publishers' PRINTERS' INK:

There is no paper that comes to my desk in which I take so much real interest as your bright and breezy little periodical. Knowing that you are always desirous to be advised of new and original methods of advertising, I want to call your attention to a device just adopted by one of our large bazars here, which, to say the least, is unique.

It may or may not be new; all I can say is that I never saw or heard of it before, and judging from the immense crowds daily surrounding their show windows, and the general comment upon it about town, it is certainly fresh "out West."

On passing four of their great windows, you are surprised to notice an immense hole in each of the big panes, just as though some one had maliciously thrown a brick through the center. The glass is jagged and streaked about the orifice. In a conspicuous place appears a sign: "\$1,000 reward for the arrest of the person or persons who broke this window."

It takes the closest examination (and in most cases an explanation) to convince you that it is merely an illusion, admirably perfected by sticking on pieces of broken glass on the *inside* of the large plates, and in such shape to give the impression that the show window itself is broken.

WM. V. BRYAN.

NO CIRCULATION LIAR IN THE HOME OF THE PILGRIMS.

A weekly issued at Plymouth, Mass., prints week after week in a most conspicuous place at the head of its first page, the assertion that: "The *Free Press* has a circulation of about 200 copies, mostly local, which renders it a desirable advertising medium for business men and women of Plymouth and vicinity."

You use the same principle when you illustrate your ads for children of larger growth, with dollars to spend. There are few lines of advertising that could not be doubled in value by a judicious use of illustrations.—H. Senior.

PARTS OF THE PAPER WOMEN
READ.

Half a dozen women, of whom a reporter was one, were dining together the other evening.

"Have you seen Irving as Becket?" the hostess asked the reporter.

"No, I think I'll go on Saturday night."

"He plays Louis XJ. on Saturday night," exclaimed the five other women in chorus.

"How do you know?" asked the reporter, with a sudden inspiration.

"Mary, bring the morning paper," said the hostess to the maid behind her chair, while the others regarded the reporter with ill-concealed astonishment.

"Tell me," asked the latter, "do you women in your hours of ease peruse the columns of the daily papers? Now, honestly, do you?"

"Of course we do!" in chorus.

"Perhaps, then, you can tell me the exact status of the Hawaiian question at present, and the latest developments in Brazil and how the Lehigh strike is progressing."

There was a perceptible gasp, and each woman looked anxiously at her neighbor. Then the newspaper woman took pity.

"What I do want to know," she went on, "is whether you women read the advertisements."

The five countenances brightened. Then as if they had suddenly decided that it wasn't the proper thing to be "up" on advertisements while they gave little heed to the news, the five assumed a careless air as they replied:

"Oh, yes, sometimes."

"How about the advertisement of a bargain sale? Does that catch your eye?"

Five self-conscious smiles betokened assent.

"And you seem pretty thoroughly informed about amusements. How often do you read that column?"

"Well, I'll tell you how often I read it," said the poverty-stricken little church mouse of the party. "I read it as regularly as the day comes round. Not that I can afford to go to the theater often. I don't get there once a month, and when I do go I sit up in the 50-cent heaven. But I am thoroughly posted on the people and plays that have been in the city for the last two years, and that is next door to going to see them."

"If you want to know whether women read the advertisements in the papers," she continued, "let me assure you from the fullness of my knowledge that they do. Some of them read a few things; a few of them read all; but all of them read some things. Next to me at my boarding-house sits a typical old maid. Every single morning she gets up from breakfast, picks up the paper, and says: 'Now I'm going to look over the paper. But I won't keep it from the rest of you very long. I'm just going to read the deaths.' Why under the sun she reads the deaths is more than I can imagine, for everybody that belonged to her was dead long ago. Another woman at the same table, who has an excellent situation, which, I think, nothing could induce her to change, always looks over the 'Wants.'"

"I do, too!" said a pretty school teacher across the table.

"Why?" asked the reporter.

"Well," with a blush, "I suppose it's because I got my own place through that column. A friend of mine saw the advertisement, went to the school to make inquiries, and here I am! Then, too, the 'Wants' always interest me. And, for that matter, one good thing turned up for me through that medium; perhaps a better one may come the same way."

"Well," put in the church mouse, "I own up to reading the 'Personals' in every paper I come across. I'm always hoping I may see a line: 'Information wanted of a poor church mouse, who is one of the heirs to the estate,' etc. There's another woman at our house who reads everything in the paper; at least she reads all the advertisements. She knows what ships are to sail and what ones are due; just what plays are at the theaters and how long they will stay; she knows which store has a cloak sale and which one a linen sale, and where shoes are advertised the cheapest. Perhaps we don't read advertisements at our house so much as we would if she wasn't there, for we can ask her what's on sale and where to get it and she can always tell us."

"I'll tell you how it is with me about reading advertisements," said the hostess with a judicial air. "I do read them; that is, I keep watch of them. When I see mention of something I need, I go to the store, and if it is satisfactory I buy it."

"But why do you need to read the advertisements? You know they have everything, or at least, most things in stock all the time."

"But if they are advertised, that means that they are to be sold at special rates for that day or week only. It may be a very trifling reduction, but that makes no difference. Plenty of women have absolutely no common sense about the matter. I remember a couple of years ago there was a drop in the price of sugar, and a big grocery firm advertised to sell sugar at two cents a pound less than its usual retail price. But, mind you, not more than two pounds were to be sold to any one person. Well, my dear, women came from far and near; from Jersey and Brooklyn. Naturally they could save only four cents on their limited purchase of two pounds, and in coming or going they spent five or six times that amount, besides buying other things they had not thought of."

"But," said the engaged girl, who hadn't taken any part in the discussion, "there is common sense in reading the advertisements; you must admit that. You find out the novelties, and when the regular old stand-by materials are advertised at a bargain you know it. Oh, yes; I own up to reading the bargain advertisements, and, what's more, I believe every mother's daughter of us does it!"

"I know," said the church mouse, "there are dozens of times when I wish I had read the advertisements even more carefully. You may be sure I don't want to go to the museums on pay days. But two or three times I have been caught when a glance at the paper would have told me better. And I'm always turning up at places after they are closed and going to hear something that has been postponed, so that I have taken a vow to become as well posted as the animated calendar at our boarding-house."—*New York Sun.*

CAN SECURE AN ADVERTISING ORDER.

Office of "CURRENT EVENTS," }
WARREN, Ohio, Dec. 22, 1893. }

I cannot get along without "the little schoolmaster," and I find the "ready-made" advertisement ideas of great value. Often, if I show a man something in his line, I can secure an advertising order when only a moment before he has assured me that he has placed all the advertising he needs now. Please send me PRINTERS' INK.

Very truly, C. ELTON BLANCHARD.

SELLING AS AN ART.

Careless and indifferent salesmen can neutralize the effect of the most clever advertising. The largest users of printers' ink take pains to instruct their salesmen in the proper treatment of customers, and a good article for such use recently appeared in the *Washington Evening News*, over the signature of Isaac Gans, of the well-known local firm of Lansburgh & Bro. The following is a portion:

A sales person should strive to gather the knowledge and workings of all stocks, though he be confined to one department. He should strive, first of all, to work through the different grades until he is at the head of his special line. He should learn to obey, not because he must, but because he ought to. A man who cannot obey cannot command. He will be unfit even to assume the charge of his stock, though opportunities ever give him this chance. He must act, in carrying out his instructions, with the expectation that some day he will have a place of business of his own, and must learn to run it successfully.

Shoppers nowadays are intelligent. They know well the value of merchandise, and, therefore, it does more harm than good to enlarge too much on what you are showing. A pleasing explanation of the fashion, a general suggestion, and then the salesman should allow the customer an opportunity of exercising unbiased judgment. Sales are often ruined by overmuch talk.

Be honest in your suggestions; never overdo anything; show your wares to the best advantage; make your stocks look presentable, and you will be a success. Many clerks make mistakes by being forced into submission. It is far better to do what is expected of you in a graceful manner than to be coerced. Promptness is another factor in the "make-up" of a good sales person. That employee who lags a few moments in the morning or noontime will lag all through his life.

Discretion in waiting on a customer is another rare quality. To a neat person show neat patterns. To one who is a little more lavish in style of dress, show goods according to such tastes. Never try to convince a customer that your way of thinking is right. You can advance your ideas, but if you find they conflict with your patron's views, argument is very harmful.

Be truthful under all circumstances; never misrepresent. Even though you should make a sale through misrepresentation, you have surely lost a customer, and your house loses that patronage. The truth in business is a mighty power, and paramount to all other qualifications.

A THESIS in course of preparation at the Leland Stanford University, by Sherrill B. Osborne of Los Angeles, California, will deal with "The Economic Significance of Advertising."

What makes the moon so chastely white
Against the ebon vault of night,
While dropping down the starry slope?
Maquasalem's Hanky Panky soap.—*Puck.*

Successful advertising requires rare ability.
—H. Senior.

QUITE REFRESHING.

From the Boston Home Journal.

It is quite refreshing lately to find a street car without the inevitable "See that Hump!" ad. It is becoming even more obtrusive than the well-known advertisement of a clever clothing house, which, however, possessed the tact to shroud its ads occasionally in mystery, and so render them less monotonous to the passenger. The query now is as to what firm will next gain fame by its novel catch-lines.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

Pittsburgh PRESS has the largest circulation rating of any daily in that city. vis: 40,964

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

LADIES' HOME JEWEL, New Haven, Ct. A High-Class Magazine. Will pay advertisers.

MILWAUKEE WISCONSIN: Is accorded a higher circulation rating than is given to any other evening daily in Wisconsin.

The Household Pilot and Modern Queen, New Haven, Ct. Circulation extends into every State and Territory.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

The Housekeeper, Minneapolis, Minn. Proof on Application. Pays Advertisers.

FREE Will insert your ad free if we don't prove 30,000 every month. Rate, 15c. a line. Once a Month, Detroit, Mich.

ADVERTISERS "Keep your eye on

GODEYS"

because the reading public are getting, through us,

"2 for the price of 1,"

which means—"Practically your choice of any American Periodical Free."

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

A Thousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau,
ROBERT & LINN LUCE,

68 Devonshire St., Boston, Mass.

FOR WHOM? Supply houses, that want ear-

liest news of construction;

Business houses, that want addresses of probable customers;

One hundred class and trade papers;

Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

WHERE! WHEN! HOW! At St. Augustine, from January until May. In THE ST. AUGUSTINE NEWS, F. G. Barry, publisher, Ulica, N. Y.

S. R. NILES BUSINESS

Will be Carried on by The S. R. Niles Advertising Agency.

The advertising business of the late S. R. Niles, of Boston, Mass., will be carried on by The S. R. Niles Advertising Agency, which was incorporated prior to Mr. Niles' death.

The management is as follows: E. G. Niles, President; Carl G. Zerrahn, Vice-President and General Manager; J. C. Howard, Treasurer.

**BEST
HALF-TONE
PORTRAIT,**

\$1.50

Single col.,
CHICAGO PHOTO ENG. CO., 185 Madison.

A COMPARISON

During 1892 **THE EVENING POST** contained 377,962 lines more advertising than any other evening paper in New York City, a visible concession to its superior value as an advertising medium.

WATCHES

Are the Best **PREMIUMS.**

Address the manufacturers direct.

THE PHILADELPHIA WATCH CASE CO.,
RIVERSIDE, N. J.

IT GOES

Every week
into 93,500 families,
among prosperous people,
where it is prized.

IT CARRIES

with it
the weight of years,
the influence of success.

IT BRINGS

good returns,
satisfactory results. What does?

THE GOLDEN RULE.

50 Cents a Line.

Leading advertisers have used it continuously for years. Send for further particulars.

Golden Rule Company,

646 Washington St., Boston, Mass.

GEORGE W. COLEMAN,

Advertising Manager.

FRENCH ADS.

French Advertisements, French Circulars, French Booklets, French Catalogues, French Pamphlets, French Translations from English and German. JOSE FRANCOIS, 1500 Notre-Dame Street, Montreal, Canada.

Farm-Poultry, Boston, monthly; regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Press, 314, 316 Broadway, New York City.



DON'T SWEAR

When you have to overhaul a lot of papers, circulars, pamphlets, letter files, filling yourself with dust and the disturbed cockroaches with consternation, but buy an Acme Wire Partition Rack. The shelving is dustless, roachless, clean, strong, handsome. Get catalog. Pope Rack Co., St. Louis, Mo.

Dyspepsia.

Its Nature, Causes, Prevention and Cure. What Food to eat. What Food to Avoid. By John A. McAlvin, Lowell, Mass.

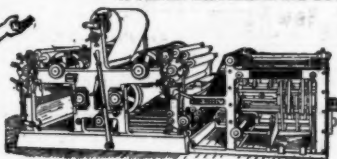
MAILED FREE.

The "New Model" Web.

Campbell Printing Press & Mfg. Co., 160 William Street, New York.

"WE CAN RUN IT."

Yours truly,
A SMALL MAN AND A BIG BOY.



TO DO

First-Class Work

YOU MUST HAVE GOOD MATERIAL.

If you think a printer who uses the best ink, the newest and most modern faces of type, and employs the best mechanics in the business, can be of service to you in telling the public that which you want them to know, address

WM. JOHNSTON,

MANAGER PRINTERS' INK PRESS, 10 SPRUCE ST., NEW YORK.

A HAPPY NEW YEAR

VOLUME 6 No 3 (MN63) : JANUARY : 1894 : THE GANNETT & MORSE CONCERN
PRICE 25¢ PER YEAR AUGUSTA MAINE

Copyright, 1893. The Gannett & Morse Concern.

New Year Facts vs. Old Year Fancies

Prosperity seekers, whose prejudices have heretofore kept them from using our "Key to a Million and a Quarter Homes," should in the future be governed by **FACTS** rather than fancies.

With the largest sworn circulation in America—a circulation which regularly reaches over *fifty-six thousand* post offices, and more than *One Million Two Hundred and Twenty Thousand Homes*, **COMFORT** continues at the head as a money-bringing medium.

Space of agents or of us. The Gannett & Morse Concern, Publishers **COMFORT**. Home Office, Augusta, Me.; Boston, John Hancock Building; New York, Tribune Building.

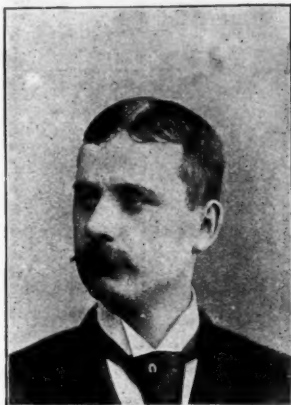
THE CHRISTIAN STANDARD,

CINCINNATI,

A GOOD
ADVERTISEMENT

is a religious paper, that has circulation, age, character, influence, and the fullest respect of its readers. It is most progressive, and a leader among the religious press. An illustrated, original, and popular paper secures business. Such a paper is the **Christian Standard**, Cincinnati, well known as the **Standard Religious Newspaper of America**. Advertising patronage very large. Send for sample copy. Try it. Rates reasonable. Any reliable agency, or H. C. Hall, Advertising Manager, Free Press Building, Detroit, Mich.

NEWSPAPER CIRCULATION RATINGS.



There are few publications in the country worth considering where a statement of circulation cannot be obtained. When full and complete much reliance may be given it; when vague and boastful, about 70 per cent discount may not be far out of the way.—Geo. H. Powell's "Talks on Advertising."

Mr. Powell was for a considerable time the advertising manager of the Overman Wheel Co., manufacturers of the Victor Bicycles. What he says is substantially correct. The definite statement as to the circulation of a newspaper can be obtained from about one office in seven. An indefinite statement can be had from nearly all of the others, but not from all. Some prefer to say nothing. The proportion of newspapers willing to make full and complete statements is three times greater now than it was three years ago—a fact going to show that advertisers demand and publishers begin to admit their right to be furnished with the facts.

In the American Newspaper Directory, Geo. P. Rowell & Co. Publishers, now undergoing its 26th Annual Revision, Circulation Ratings are divided into four classes, as follows:

- 1st Class.**—Ratings given in plain figures guaranteed to be accurate.
- 2nd Class.**—Ratings given by letters, based on a publisher's statement guaranteed to be accurate.
- 3rd Class.**—Ratings given by letters accorded after a statement from the paper has been considered, but not always in accordance therewith, and not guaranteed to be accurate.
- 4th Class.**—Ratings given by letters, based upon general report, information from the office not being forthcoming when asked for.

RATINGS IN ARABIC FIGURES.

In the American Newspaper Directory the publication that makes a definite statement has its circulation rating stated in plain figures, and the accuracy of these is guaranteed by the publishers of the Directory by a \$200 forfeit, payable to any one who successfully controverts the publisher's claim.

RATINGS BY LETTERS EXPLAINED BY A KEY.

Publications that have circulation ratings in the Directory indicated by letters, followed by one or two asterisks, are those whose publisher's claim was not set forth with sufficient definiteness to permit the use of exact figures.

ONE ASTERISK (*).

One asterisk indicates that the publishers of the Directory are willing to guarantee the rating, as explained by the key. These ratings are usually accorded in cases where a publisher's average issue, shown by a detailed statement, is found to be high enough to entitle him to the rating and guaranty, but not enough higher to make a rating in plain figures specially desirable.

TWO ASTERISKS (**).

Two asterisks (following the letter) indicate an unwillingness on the part of the publishers of the Directory to extend any guaranty as to the accuracy of the rating accorded. A statement from the publisher, or some one that purported to represent him, was before the Editor of the Directory at the time of according the ratings followed by two asterisks, but it was not in such form as would warrant a guaranty of its accuracy, and in most cases it was so vague as not even to warrant according the rating letter which the maker of the statement seemed to desire or expect.

A third class of papers has the circulation ratings in the Directory indicated by letters, explained by the key, and not followed by any asterisk. These represent the papers whose publishers will not tell anything on the subject of circulation. This reticence is usually to be attributed to the supposition on the part of a publisher that the public believes the paper to have a larger regular issue than his statement would show, and for that reason he has nothing to gain, but something to lose, by allowing the facts to appear over his signature.

Work upon the 26th annual revision of the American Newspaper Directory is now in progress. The book will be ready for delivery to subscribers in April next.

SUBSCRIPTION PRICE, FIVE DOLLARS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

Western Local Papers.

CHICAGO NEWSPAPER UNION LIST.
300 Papers. Published in Illinois, Iowa, Michigan,
Wisconsin, Indiana and Missouri.

FORT WAYNE NEWSPAPER UNION LIST.
183 Papers.
Published in Indiana, Ohio and Michigan.

SIOUX CITY NEWSPAPER UNION LIST.
191 Papers.
Published in Iowa, South Dakota and Nebraska.

STANDARD NEWSPAPER UNION LIST.
108 Papers.
Published in Illinois.

MILWAUKEE NEWSPAPER UNION LIST.
86 Papers.
Published in Wisconsin.

WISCONSIN PUBLISHERS' UNION LIST.
65 Papers.
Published in Wisconsin.

INDIANA NEWSPAPER UNION LIST.
106 Papers.
Published principally in Indiana.

SIOUX CITY INDEPENDENT UNION LIST.
164 Papers.
Published in Iowa, South Dakota and Nebraska.

NEBRASKA NEWSPAPER UNION LIST.
90 Papers.
Published principally in Nebraska.

Total, 1353 Papers.

Our Lists can be used separately or together,
as advertisers desire, but single Lists cannot be
subdivided.

Only one electrotpe required for the nine
Lists.

For catalogue and advertising rates, address

CHICAGO NEWSPAPER UNION.

Main Office: Nos. 87 to 93 So. Jefferson St., Chicago.
Eastern Office: No. 10 Spruce St. (2d floor), New York.

THE PHILADELPHIA

ITEM



Published in Pennsylvania,
THE ITEM has a LARGER
CIRCULATION in New Jersey,
Delaware and Maryland than
ANY PAPER PUBLISHED IN
THOSE STATES.

THE ITEM

Guarantees 1,352,630 Circulation
EVERY WEEK IN THE YEAR
At Thirty Cents a Line
EACH ISSUE.

Largest Circulation of any Even-
ing Paper IN THE WORLD, and a
LARGER CIRCULATION THAN ALL
THE OTHER PHILADELPHIA EVEN-
ING PAPERS COMBINED.

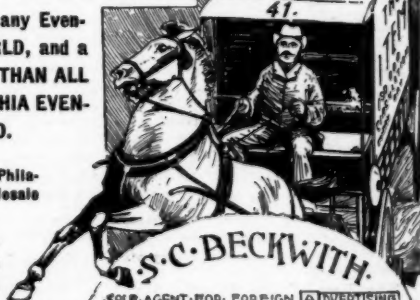
THE ITEM is the ONLY Phila-
delphia paper that has Wholesale

**RAPID
DELIVERY WAGONS.**

We own and run 41 twice
every day, Daily and Sunday.

If you want to do profitable ad-
vertising in Philadelphia, you
should use THE ITEM.

If you want any further informa-
tion about The Item, you had
better SEE BECKWITH.



S.C. BECKWITH.

SOLE AGENT FOR FOREIGN ADVERTISING

48 TRIBUNE BUILDING NEW YORK

509 "THE ROOKERY"

CHICAGO



A NEW NEWSPAPER TERROR—THE DISGUISED FEMALE REPORTER.

EDITOR: Now, ladies, go out and hustle. These articles, "Moving Around With the Messenger Boys," "Joys and Sorrows of Emigrant Girls," "Daisy Bell Among the Boot-blacks," "Shouting With the Salvation Army," and "How It Feels To Be a Chinaman," must all be ready for next Sunday's edition.—*Puck*.

"They can advertise this as a fire-proof hotel all they've a mind ter," said Uncle Treetop, as he threw his coat over the rum omelette and extinguished the flame; "but I'm hanged if I want ter chance it."—*Puck*.

His Inspiration.—Honeyman: When do you write most jokes?

Funniman—When I'm short of money.

Honeyman—Brevity is the soul of wit, eh?—*Truth*.

Editor: There is a movement on foot to erect a monument to Mr. McLaughlin in Brooklyn.

Spaceryt—But he isn't dead.

Editor—Of course not; but the people over there feel like doing something to encourage him.—*Puck*.

Casual Caller: Why do you use the left hand only in writing on the type-writer? Why don't you use both hands?

Editor—It's a trick I learned out West, where I had to write editorials with one hand, and keep the other on the butt of my revolver.—*Indianapolis Journal*.

Alas!—Kerr: To succeed in New York, a journalist needs to have a great nose for news.

Biff—I don't see why that is. Most of the news published in the papers is so very odoriferous.—*Truth*.

The Poet of the Future.—"Van Fohn chafes at the limitations of poetical expression."

"I know he does; but he has inaugurated an epoch-making change in literature."

"What is it?"

"When he is hard up for a rhyme he coins a word and gives its meaning in a foot-note."—*Judge*.

Extreme Singularity.—**Editor:** What do you mean by saying that Closefast's life was one of singular generosity.

Spaceryt—He was good to himself.

A Dilemma.—Blimmer: I want to advertise about my wife's debts, but don't know just how to word it.

Country Editor—Oh, that's easy enough; "Whereas," and "left my bed and board," etc., etc. I can fix it.

Blimmer—But that won't do. You see, she bought our furniture on the installment plan and took it with her.—*Truth*.

The World Moves.—**Editor:** Mr. Coigna, how many fortune-tellers' ads have we to-night?

Foreman—Two-thirds of a column, sir.

Editor—Has the astrology expert turned in his stuff?

Foreman—Yes, sir; about three columns of horoscopes.

Editor—Very good; run the story about "Ghosts in Mott Haven" with a spread head, and I'll soon send in an editorial on "The Press as an Agency for the Banishment of Superstition."—*Puck*.

He Thought Not.—**Office Boy:** There's a stranger at the door.

Editor—Does he want to pay his subscription?

"I suppose not. He says he is anxious to see you."—*Life*.

Followed His Instructions.—"I'm ruined!" shrieked the editor.

"What's the matter?" cried his wife.

"Told them at the office to make everything short, and the bookkeeper skipped with \$1,000!"—*Atlanta Constitution*.

Competent.—**Penn Inkley:** I think I shall try my hand at magazine poetry.

Faber—Do you think you are capable? You know magazines require something more than rhyme.

Penn Inkley (enthusiastically)—Capable! Why, it's just in my line! I've been running the Puzzle Department of our paper for years.—*Puck*.